



# District 86 Council Meeting

## Public Relations Manager's Report

April 15, 2024

Located in Southwestern and Central Ontario

**Cheryl Rankin**  
**Public Relations Manager 2023-2024**

The goal of the Public Relations Team is to support an active public relations and publicity program in District 86.

The District Website is the primary source of information for the district supported by the social media platforms including our Facebook Page, Facebook Group, YouTube, MeetUp and the communication tool MailChimp for our newsletters and district communications.

### Website Highlights

Toastmasters86.org's calendar of events is the central hub of upcoming events and registration details. Resources and reminders are also key features of our website. Toastmasters International's initiatives are highlighted on the website using banners to catch the attention of visitors.

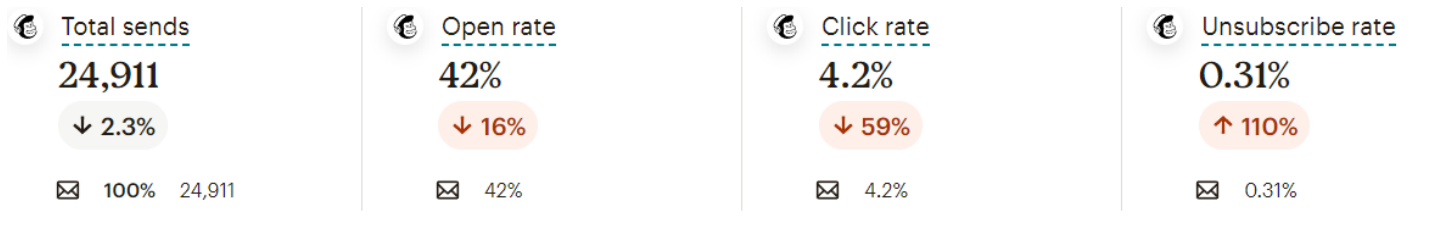
- District 86 Calendar page had a biggest visitor rate
- District 86 Find a Club Tool
- Use of Accessibility Tools
- Use our Chat Messenger Tool
- Access to District Resource information and tools.

### Blog Report

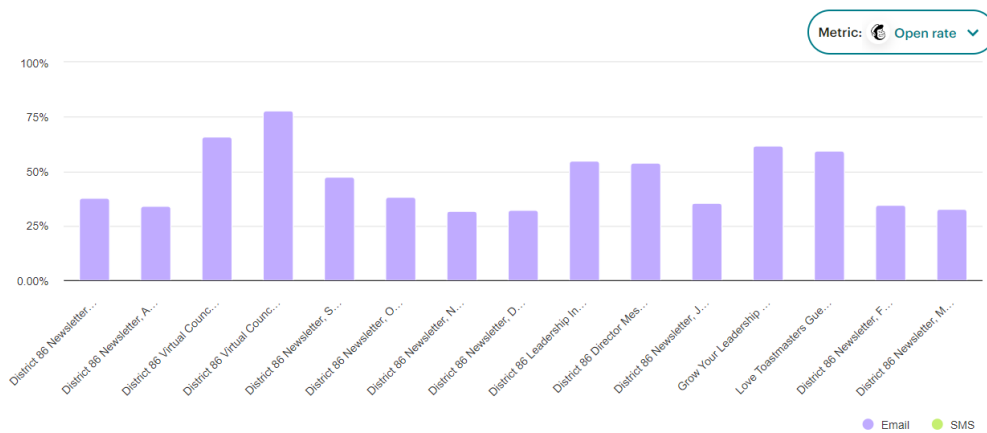
- 19 blogs have been published on the District 86 website in the current Toastmasters year. Topics have included mentorship, club highlights, and an introduction to District Council to name a few. One special blog was written by our District Director about her Toastmaster journey.

## Email and Newsletter (Mailchimp) Report

In the current year, the District has sent just under 25,000 emails.



### Individual message performance



- 10 District emails were sent to DEC officers, Club Officers and all members concerning events, reminders and announcements.
- 10 newsletters were sent to all District 86 members.
- Emails had an average of 42 percent open rate. Please note that if a member reads the email in the preview window then it will not get counted in the open rate but they did get the information.
- Click rate is highest for DEC and District Council meeting emails; while the overall average is 4.2 percent.

## Graphics and Artwork

- The District graphic designer created and / or updated previous Website Banners to help attract attention to key dates and initiatives of Toastmasters at the District and International levels.
- Inspiration came from the Toastmasters Brand Manual, Toastmaster templates, Canva and past work done by previous graphic designers.
- The brand manual definitely guides all work for the website banners and any posts for social media.
- Graphic designer did a workshop on the use of Canva for the club VP – public relations to help improve consistency of clubs following the branding and using Canva to assist their posts.

## Meetup

Had 6 Meetup Groups for the District. In addition to promoting regular club meetings, clubs are encouraged to use this tool to promote special events that are open to the public like open houses or special speakers.

- Division S
- Division W
- Division T
- Division L
- Division C and E
- Division D and F

We encourage more clubs to use Meetup to promote their meetings and other events.

## Press Releases

Since July we had 1 District press release published for the world contest participation since one of our District members made it to the world level.

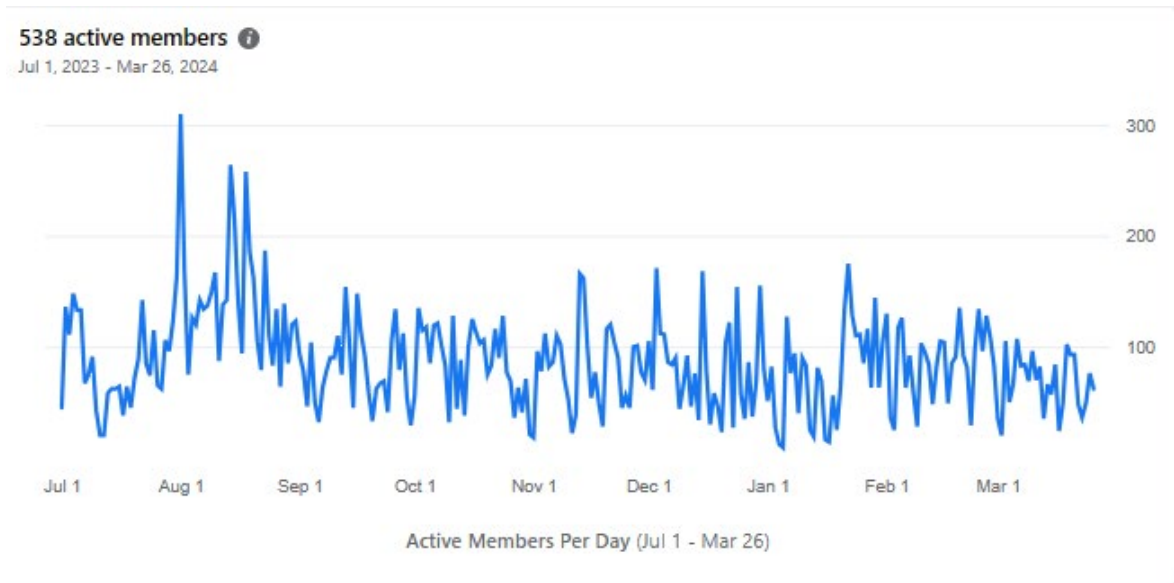
## Social Media

### Facebook Group

Facebook Group is the prominent social media tool used to connect with members of the District. In the past 9 months, 397 posts have been published on the District 86 member group.

53 new members have joined this group for a total of 1292 members. Membership is screened to avoid any inappropriate outsider posts. We have 538 active members on this social media platform.





## Facebook Page

Our External Facing Page is also a means of promoting our events and news to the public. Currently we have 1600 followers for this District 86 page.

## Linked In

District 86 Toastmasters International has 384 followers.

Toastmasters District 86 has 137 followers and District 86 Toastmasters has 122 followers but we did not find the administrative contacts for these ones so they are inactive.

## YouTube

The District 86 YouTube channel has 114 subscribers and currently has 57 videos published.

This year our YouTube Coordinator and YouTube team have recorded interviews of the District leaders to explain their roles and responsibilities. The PRM team continues to challenge clubs to create videos and submit them for consideration to be published on the District 86 YouTube channel.

## Eventbrite

The District and the Division Leaders use Eventbrite for registration for special events, trainings and meetings. Due to the recent Eventbrite switch to a paid membership program, many of the club registrations have been setup through Zoom.

The District conference ticket sales were processed through a paid Eventbrite membership to ensure that enough tickets were available to cover our attendance needs.

Many members take advantage of the “follow” feature so in addition to the email announcement of an event, they receive an email directly from Eventbrite promoting the event.