

Public Relations Report

Cheryl Rankin
Public Relations Manager

Primary goal of the public relations team is to support an active public relations and publicity efforts for District 86.

Public relation efforts (both internal and external) have included social media posts (facebook, linked in, twitter), meet up, direct emails, newsletters, blogs and the district website.

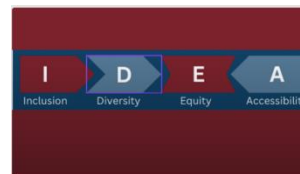
Blogs, Emails, Newsletters

Blog Report

Blogs are written and submitted by members of District 86 and published on the District website.

4 new blogs published:

- ✓ Moving forward with an IDEA
- ✓ Mentoring: A Friendly Guide
- ✓ District 86 Virtual Council Meeting Sept 23 – Who can vote?
- ✓ Celebrating Milestones – Achieving a DTM after 38 years



Moving forward with an IDEA



Mentoring: A Friendly Guide

Submit your own blog here:

<https://toastmasters86.org/district-86-blog-submission-form/>

Email (Mailchimp Report)

Emails sent via Mailchimp

- 1) District Council Meeting Announcement
 - a. 67.9% open rate
 - b. 17.3% clicks
- 2) July Newsletter
 - a. 50% open rate
 - b. 40 clicks
- 3) August newsletter
 - a. 46% open rate
 - b. 48 clicks

NOTE: There are some people who have opted out who are active members and in some cases have district or club roles.

Newsletter

July Newsletter

Successful Deliveries	2906
- Total opens	1473
- Clicks	40
- Bounced	16
- Unsubscribed	16

August Newsletter

Successful Deliveries	2474
- Total opens	1111
- Clicks	48
- Bounced	44
- Unsubscribed	11

Newsletter editor: Anya Gangur,

Graphic Design Report

Banners designed for July and August

- Area Directors Needed
- Of The Year Awards
- District Leaders
- D86 Fall Business Meeting Announcement



Upcoming Banners

- Moments of Truth
- Open Houses

Graphic Design: Migelana Ivanova

Social Media Report

Connect to District 86 challenge sent to all VP Public Relations, Presidents, Area Directors and Division Directors to get more engagement from members. Challenge to all clubs to complete this slide and share with members as soon as possible.

Facebook Public – <https://www.facebook.com/toastmasters86>

1600 followers

Facebook Coordinator – Deann Brown

Facebook Group – <https://www.facebook.groups/toastmasters86>

1300 members

Posts almost daily

Reminders of District level events and announcements like 7 out of 7 trained

Most have around 100 post reach – thanks to likes and comments

Linked In –

3 different groups for D86

743 members / Higher education – 127 members / 141 members

<https://www.linkedin.com/groups/2821528/>

<https://www.linkedin.com/company/6979719>

Will be helpful in search for new corporate clubs since there is a huge work / business focus on linked in.

Twitter –

<https://twitter.com/Toastmasters86> (@Toastmasters86)

764 followers

publicrelationsmanager@toastmasters86.org

NOTE: Encourage all club officers and District level officers to follow Toastmasters 86 on social media.

Meet Up

New members coming in everyday.

Following up with new members to meet up with a private message.

Many new members are disappointed that there is not enough detail about meeting information.

Corporate clubs not using meet up since they tend to be closed memberships.

publicrelationsmanager@toastmasters86.org

You Tube

<https://www.youtube.com/user/toastmasters86>

Submit videos for consideration for publication to D86 You Tube channel.

You Tube Coordinator – Randy Moore, DTM

Website

<https://www.toastmasters86.org>

Website itself updated in July to replace an out of date application.

Banners updated

District team pages have been updated

New blogs uploaded

Resources page has helpful information

Website editor: Kristina Johnston-Naus, DTM, PDD

Press Releases (District)

Pres Release Coordinator – TBC

Upcoming resources / training

- Exploring the option of in-person training for VP-PR for October 2024
- Considering a google ads / facebook ads partnership with clubs
- Monthly Public Relations workshops and brainstorming sessions – last Sunday of the month

District 86 PR Resources:

<https://toastmasters86.org/public-relations-manager/>

Toastmasters International PR Resources:

<https://toastmasters.org/leadership-central/club-officer-roles/public-relations>

Prepared by

Cheryl Rankin

District 86 – Public Relations Manager 2024-2025