



District 112 Public Relations Manager's Report

District	112	District Public Relations Manager	Elizabeth Viljoen	Report date	August 2021
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PRM Status

Online promotions – since the previous report:

- Thank you to our webmaster, Mike Diggins DTM, for his continued work on our newly published [District website](#). Please give your feedback for our continued improvement, in typical Toastmasters' fashion (commend, recommend, commend).
- **Facebook**
 - The [District Facebook page](#) grew with 13 likes to **800** (outward communication – marketing)
 - The [District Facebook group](#) gained 31 members to **362** (inward communication – membership retention). Members are becoming more confident to take part in the conversation, by posting and commenting.
 - The [VPPR Facebook Group](#) has **66** members.
 - The [Region 12 Facebook group](#) grew to **616** members.
- The [District 112 Instagram](#) account is more active and now has **176** followers.
- The [District LinkedIn](#) page has gained 25 followers and now has **237** followers.
- The [District YouTube](#) channel has gained 2 subscribers and now has **95** subscribers. The latest videos include:
 - Communication and Important Announcements from District Leaders: Contests & Proxy Votes, August 2021 Newsletter, Announcement regarding lockdown and meetings, Announcement regarding postponement of the District Awards Dinner, call for nominations and Contests.
 - Club Officer Training Round 1 | Club Central

ACTION 1: Please encourage Toastmasters New Zealand North members and guests to **actively** engage by joining, liking, sharing, and commenting on our social media platforms. Members and clubs are encouraged to post on the Facebook group.

ACTION 2: Vice Presidents of Public Relations should please be brand ambassadors and adhere to the brand guidelines in the brand manual. The District would love to share club posts on the District Facebook and LinkedIn pages, but cannot share posts that are not brand compliant.

Newsletter:

- The **first two monthly newsletters** with reports from the District Director, Program Quality Director, Club Growth Director, and Public Relations Manager have been published. The Trio are challenging themselves to do Facebook live videos, which proves to be a learning curve for all of us. (Hopefully, we'll get it right next time.) The newsletter has **3279** subscribers, a growth of 456.
- Members receive the newsletter via email, and the link is also posted to the website and social media.
- This year Rob Wightman DTM is the newsletter coordinator and Toni Sharp DTM is the proofreader.

Emails:

- Mike Diggins, DTM, offered to answer queries via info@d112tm.org.nz.
- Emails forwarded from Administration Manager of District 72, which is listed as “Toastmasters New Zealand,” includes inquiries regarding Speechcraft courses and how to find and join clubs in District 112. This year these are forwarded to the District 112 Administration Manager, Marlene Krone DTM. Her email address is admin@d112tm.org.nz.

District telephone line

Division R Director Neville Isherwood DTM has offered to answer the 0800 PEOPLE helpline which we share with District 72. We are currently experiencing problems with the line, but hope to have it sorted out soon. **Verbal update: The 0800 PEOPLE helpline has been fully restored, thanks to our Club Growth Director, James Hippolite DTM.**

District Challenges

Issues	Solutions
Many clubs are not adhering to the brand guidelines.	Frequent training of new Vice Presidents of Public Relations will be needed. The Public Relations section in the newsletter will give tips and support.
District Public Relations should be a team effort. To give clubs all over equal exposure, every Division should have a Public Relations team.	Three Divisions already appointed a Public Relations Coordinator, and Dean Yee DTM is working with the other Division Directors to find coordinators in their Divisions.
Verbal update: The District website was offline two days before the District Executive Committee meeting.	All reports and documents are also provided on the District Google drive. Our webmaster is doing exceptional work to get the website running and continues to stay vigilant to prevent cyber attacks and other technical issues. Mike Diggins has recently done training on website security and more. If needs be, we'll get outside assistance.

Events and other newsworthy items

- **District events:** We unfortunately need to postpone our 18th of September 2020-2021 District Awards Dinner due to the recent outbreak of the Delta variant of COVID-19, but the successes will be celebrated online on 18 September. The Immediate Past District Director Sharon Kerr-Phillips DTM has called for nominations for the District Toastmaster of the Year by 10 September (complete [form](#) and email to ipdd@d112tm.org.nz) and the current and Immediate Past Public Relations Manager has called for nominations for the Kingsley Moody Award for Club Public Relations by 30 August. (Email nominations with supporting documents to prm@d112tm.org.nz.)
- **Current club membership building campaigns:**
 - **Rotorua** – The Selwyn Bennett Contest with the theme “Tall Tales and Epic Fails”

Support for PRM: Forming TEAMS for the next few years

- Would you like to get involved in a project to support the District? Please contact the Public Relations Manager, Elizabeth Viljoen, via email: prm@d112tm.org.nz
- We are creating Public Relations teams for Divisions. So far three Divisions nominated a Public Relations Coordinator and we are working on finding coordinators for the other Divisions.
 - **Verbal Update: The following Divisions are now supported by a Division PR Coordinator:**
 - Division K – An Nguyen
 - Division L – Veronika Gower
 - Division M – Devi Subramaniam-Jackson
 - Division N – Dean Yee
 - Division Q – Lynley Dean
 - Division R – Neville Isherwood
 - We ask Area Directors to please introduce them to all their club VPPRs. Together we'll provide exceptional club support and training to them. Area Directors will soon receive an email introducing them to their Division PR Coordinators.
 - Every Division will soon have a Facebook page to promote Toastmasters in general and the clubs in their Division.
 - A District PR calendar was created to support this concerted effort.

Support for VPPRs

- VPPR Folder on [Google Drive](#) and [Club Officer resources](#) on our website d112tm.org.nz

Membership Building Campaigns

Program	Program Dates	Details
Smedley Award	1 August to 31 September 2021	Smedley Award Challenge by Club Growth Director James Hippolite DTM – all clubs adding 5 or more new, dual, or reinstated members will receive the Smedley Award ribbon from Toastmasters International. The club with the most new members added August - September, will be awarded a set of Club Officer pins during the 2022 District Award Ceremony.

Contact details:

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Neville Isherwood DTM 0800 PEOPLE

WEBSITE www.d112tm.org.nz