



District 112 Public Relations Manager's Report

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

- Online – since the previous report:
 - District 112 Toastmasters is regularly updating the [District website](#) while also working on a new face for the website, which will give users a better experience (not yet visible to the public)
 - **Facebook**
 - The [District Facebook page](#) grew with 66 likes to **770** and 122 followers to **840** followers (outward communication – marketing)
 - The [District Facebook group](#) gained 107 members to **312** (inward communication – membership retention). Members are becoming more confident to take part in the conversation, but posting and commenting.
 - The new [VPPR Facebook Group](#) has **64** members.
 - The District 112 PRM now also contributes on the [Region 12 Facebook group](#) as an administrator – currently 558 members.
 - The [District 112 Instagram](#) account is more active and now have **155** followers.
 - The [District LinkedIn](#) page has gained 70 followers and now has **151** followers.
 - The [District YouTube](#) channel has gained 41 subscribers and now has **79** subscribers. Playlists include:
 - Communication from District Leaders (video newsletters and other)
 - Reasons to join Toastmasters, Speech Contest Winner
 - VPPR Workshops
 - District 112 Awards and Recognition
 - Pathways Workshop (Division P: Isabel Carter, DTM, Jess Vargas, various panel members)
 - Division R Workshops (Neville Isherwood, DTM)
 - Communication is Confidence
 - Zoom meetings for Toastmasters Clubs
 - Lauren Parsons Tips for Toastmasters Clubs
- ★ **ACTION:** Please encourage Toastmasters New Zealand North members and guests to **actively** engage by joining, liking, sharing, and commenting on our social media platforms. Members are encouraged to post on the Facebook group.
- **Newsletter:**
 - The **7 monthly newsletters** included video newsletters and reports from the District Director, Programme Quality Director, Club Growth Director, Public Relations Manager, and also includes important messages from the Immediate Past District Director, member spotlights and rewards, and other activities. The newsletter has **2527** subscribers.
 - Members received the link via email, and a link is also posted to the website and social media.
 - Next newsletter: middle March
- **Emails:**

- Mike Diggins, DTM, offered to answer queries via info@d112tm.org.nz.
- Emails forwarded from Administration Manager of District 72 that is listed as "Toastmasters New Zealand" includes inquiries regarding Speechcraft courses and how to find and join clubs in District 112.

District Challenges

Issues	Solutions
People interested in Speechcraft courses and Toastmasters clubs in District 112 are still contacting District 72 via their website "Toastmasters New Zealand"	Experts are working on a better outcome
Clubs need promotion, but most clubs are working hard at creating and maintaining both a local and online presence	Provide ongoing training opportunities for VPPRs, created a platform where club growth ideas and projects can be shared, offer support where needed

Events and other newsworthy items

- **District events:** Looking forward to the various Division Contest and the District Convention from 30 April – 2 May, and the Waipuna Dinner Celebration on 15 May.
- **Current membership building campaigns:**
 - **Communication is Confidence** – Encouraging clubs to hold Open Meeting outside their usual club house (coinciding with Talk Up Toastmasters campaign, replacing World Speech Day, Rob Wightman, DTM, Mike Diggins, DTM, Warren Spiden)
- **Current membership retention campaigns:**
 - **Speciality List** (Rose Oosthuysen, DTM, and Shane Fenton, DTM)
 - **Member spotlight:** Videos uploaded to YouTube – interviews with Katrina Match, DTM (Spirit of Attitude Award), Adele Hauwai (Message of Hope), James Hutchinson (Gym for communication skills).

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
- Suggested areas of support: Club suggestions for email inquiries, see which clubs post on social media and share it to the District pages (Facebook, LinkedIn), regular tweets (twitter), training for VPPRs in Divisions, video interviews to spotlight members, graphic design, video editing, regular Area and Division reports, contact with printed media, photographers, copy writers – identify your strengths and see how that may help the clubs in the District.

Support for VPPRs

- **VPPR Training** - workshop Rotorua clubs on 24 March
- Communication is Confidence campaign – Open House events support Rotorua, Hamilton
- **VPPR Folder** on [Google Drive](#) and [Club Officer resources](#) on website

Membership Building Campaigns

Program	Program Dates	Details
Talk Up Toastmasters	1 February to 31 March 2021	Promote and Talk up Toastmasters – invite guests to special meeting/s. Add five new, dual, or reinstated members with a join date between February 1 and March 31 Talk up Toastmasters Ribbon 10% discount off shop orders

Beat the Clock	1 May to 30 June 2021	<p>Beat the Clock is a great motivator for finishing the year on schedule—on time and with record membership numbers.</p> <p>Add five new, dual, or reinstated members with a join date between May 1 and June 30</p> <p>Beat the Clock Ribbon</p> <p>10% discount off shop orders</p>
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