



District 112 Public Relations Manager's Report

District	112	District Public Relations Manager	Elizabeth Viljoen	Report date	April 2022
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PRM Status

Toastmasters New Zealand marketing campaign

We launched a combined **TVNZ OnDemand** marketing campaign, working with District 72 (Toastmasters New Zealand Lower North and South). Overall, the results were great! A few key points include: 138,494 impressions, 266 direct click-through to our landing page, 55% of our advert impressions were viewed on a big screen TV (this is great!), \$0.07 cost per advert completion.

Online promotions – since the previous report:

- Thanks to our webmaster, Mike Diggins DTM, our newly published [District website](#) helps members to stay informed. We had feedback that the website is now easy to navigate and that visitors can find the information they need. New pages are added, especially regarding the upcoming District conference, and current pages are being reviewed and updated. Please give your feedback for our continued improvement, in typical Toastmasters' fashion (commend, recommend, challenge). Both Districts 72 and 112 added hyperlinks to their websites so that visitors can find the relevant New Zealand District.
- **Facebook**
 - The [District Facebook page](#) grew with 31 likes to **839** (outward communication – marketing). Our sponsored March marketing campaign “Afraid of speaking?” reached **28,968** people. Our campaign settings targeted Northland, Auckland, Waikato, Bay of Plenty, Taranaki, Manawatu-Wanganui, Hawke's Bay, Gisborne, and Bay of Plenty. The results show that the top cities reached were Auckland - 39%, Hamilton - 4.2%, Tauranga - 3.9%, Palmerston North - 3.5%, Wellington - 2.5%, Rotorua - 2.4%, Christchurch - 2.3%, Napier - 1.8%, New Plymouth - 1.7%, Whanganui - 1.7%. 586 clicked through to our YouTube channel, cost per link click \$0.43.
 - The [District Facebook group](#) gained 24 members to **396** (inward communication – membership retention). Members are becoming more confident to take part in the conversation, by posting and commenting.
 - The [VPPR Facebook Group](#) has **65** members but is not currently active.
 - The [Region 12 Facebook group](#) grew to **643** members.
- The [District 112 Instagram](#) account gained 4 followers and has **184** followers.
- The [District LinkedIn](#) page has gained 93 followers and now has **358** followers. More clubs are creating LinkedIn pages, with impressive results. Our sponsored March marketing campaign “Afraid of speaking?” reached **23,559** people. Our campaign settings targeted Northland, Auckland, Waikato, Bay of Plenty, Taranaki, Manawatu-Wanganui, Hawke's Bay, Gisborne, and Bay of Plenty. The demographics show that we reached Auckland (15,135), Western Bay of Plenty (237), Hastings (235), Waikato (179), Gisborne (147), Napier (115), Whangarei (97), Waipa (85), Horowhenua (53), Rotorua (42), Far North (30), New Plymouth (22), Manawatu (12), Kaipara (11), Stratford (11), Ōpōtiki (10), Central Hawke's Bay (9), Whakatane (9), Palmerston North (8), Matamata-Piako (7), Taupo (6), South

Waikato (5), Thames-Coromandel (4), Rangitikei (4), and Otorohanga (3). 484 clicked through to our website, cost per link click \$1.55.

- The [District YouTube](#) channel has gained 13 subscribers and now has **110** subscribers. The latest videos include:
 - Communication and Important Announcements from District Leaders, the combined D72&D112 marketing campaign videos, promotions regarding the upcoming District Conference “Reach Out, Connect”, workshops (Zoom master and Auckland Advance masterclass), a series on becoming an area director, and an interview with Lauren Parsons.

Newsletter:

- **Monthly newsletters** with news and updates from the District Director, Program Quality Director, Club Growth Director, Public Relations Manager, and sometimes other contributors have been published. Promotional videos are posted online to make members aware of upcoming newsletters and are included in the newsletters as a summary. The newsletter has **3331** subscribers, a growth of 52 since the previous report.
- 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. Both Districts 72 and 112 added hyperlinks to their websites so that visitors can find the relevant New Zealand District.

District telephone line

- It was decided to discontinue the 0800 PEOPLE helpline

District Challenges

Issues	Solutions
Many clubs are not adhering to the brand guidelines.	More training needed
District Public Relations should be a team effort. To give clubs all over equal exposure, every Division should have a Public Relations team.	Divisions Public Relations Coordinators are posting when possible

Events and other newsworthy items

- **District events:** The District Conference moved online and has been renamed to “Reach Out, Connect.” Promotions of speakers and workshops on social media and in newsletter.
- Public Relations Manager will soon call for nominations for the Kingsley Moody Award for Club Public Relations. (Email nominations with supporting documents to prm@d112tm.org.nz.)
- **Planned marketing campaigns:**
 - Sponsored advertisement campaigns on Google (YouTube) and LinkedIn. Afterwards we'll review the success of the campaigns and follow up.

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

Support for VPPRs

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

Membership Building Campaigns

Program	Program Dates	Details
Beat the Clock	1 May – 30 June 2022	<p>Clubs adding five new, dual, or reinstated members with a join date between May 1 and June 30 receive a Beat the Clock ribbon to display on the club's banner. Qualifying clubs also earn a special discount code for 10% off their next club order.</p> <p>https://www.toastmasters.org/leadership-central/club-officer-tools/membership-building/membership-building-programs-for-clubs</p>

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WEBSITE www.d112tm.org.nz