



Toastmasters New Zealand North District 112

District	112	District PRM	Sabrina Naseem	Report date: June 2022
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District 112 Public Relations Manager's Report

PRM Status

Online promotions – since the previous report:

- **YouTube Campaign**

We ran a campaign on the [District YouTube](#) channel, and we reached 128,135 views! We now have **128** subscribers on YouTube. The latest videos include:

1. *Join Toastmasters New Zealand in 60 seconds*
(<https://www.youtube.com/watch?v=LiyzpW6x2Hk&list=PL2znbrwG7gOBgQ468PQ5ff-cCLzDHeQEs&index=31>).
2. *Toastmasters New Zealand North District 112 | Newsletter June 2022*
(<https://www.youtube.com/watch?v=Nr5d-LpkLYI>).

- Google ads between 12 - 31 June
These have had 105,000 impressions and 57,900 views.
- Facebook and Instagram ads between 13 - 20 June

Social Media Update

- The [District LinkedIn](#) page has gained 63 more followers and now has **421** followers. More clubs are creating LinkedIn pages, with impressive results. Our sponsored March marketing campaign "Afraid of speaking?" reached **23,559** people.



- The [District 112 Instagram](#) account gained 2 followers since the previous update and now has **186** followers. We are working on regaining access to this account and posting there.

- The [District Facebook page](#) grew with 14 likes from 839 to 853 since the previous report. Our sponsored March marketing campaign “Afraid of speaking?” reached 29,556 people.

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 3506 subscribers, a growth of 175 since the previous report!
- Members receive the newsletter via email, and the link is also posted to the website and social media.
- For the new 2022-23 year starting 1 July 2022, Rob Wightman DTM and Toni Sharp DTM have both kindly continued to carry on as our valued newsletter coordination and proof-reading team.

Emails

- Mike Diggins, DTM, can answer queries via info@d112tm.org.nz.

District Challenges

Issues	Solutions
Somehow we lost access to the Instagram account.	Working on this with Elizabeth, our previous PRM.
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.) Please get your submissions in by the end of June!
- **Planned marketing campaigns:**

Sponsored advertisement campaigns on Google (YouTube) and LinkedIn. Afterwards we'll review the success of the campaigns and follow up.

Membership Building Campaigns

Programme	Programme Dates	Details
Beat the Clock	1 May – 30 June 2022	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. https://www.toastmasters.org/leadership-central/club-officer-tools/membership-building/membership-building-programs-for-clubs

Support for PRM: Forming teams

- Would you like to get involved in a project to support the District?
If you have something to share or want to get involved, please contact the Public Relations Manager, Sabrina Naseem, via email: prm@d112tm.org.nz

Support for VPPRs

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

Contact details:

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WEBSITE www.d112tm.org.nz