Toastmasters New Zealand North
District 112

District 112 Public Relations Manager's Report

District	112	District Public Relations Manager	**Sabrina Naseem**	Report date	**Aug 2022**

PRM Status

Social Media Update

- **YouTube Channel**
  We now have 140 subscribers on YouTube, an increase of 12 since June this year.

- The **District LinkedIn** page has gained 24 more followers and now has 445 followers. More clubs are creating LinkedIn pages, with impressive results. Recent posts have included Morgan Dolfing from Talking Heads Toastmasters presenting at the University of Auckland Information Systems and Business Analytics Student Society's Power of Innovation. He used this as a chance to do a Level 5 Pathways project and was a source of inspiration to many people.

  Another popular post was Massey University Clubs Day, where Academic Toastmasters were out and about getting students to join their club.

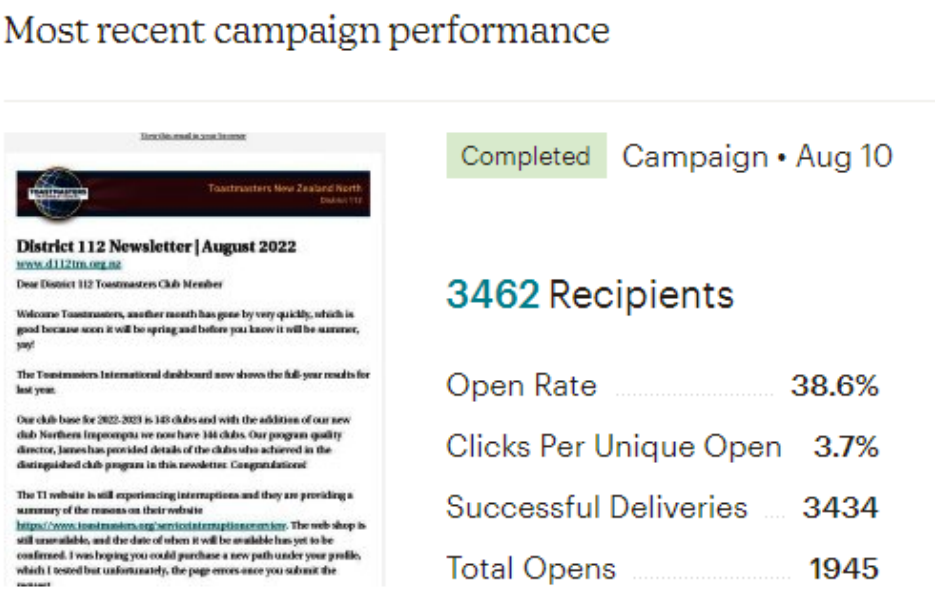
Please let me know if your club has anything to share on the District LinkedIn page!

- The **District Facebook page** has 464 members. Recent popular posts have included the Trio travelling to Nashville, Tennessee for the annual Toastmaster's Convention and training.

  An update from Palmerston North Toastmasters was also shared recently where club members, Sheryl, Marie and Neville judged at the recent NZ Lions Young Speechmaker National Final held in Palmerston North. The standard of speaking was extremely high in the prepared speeches with emotional and motivational messages shing through the presentations.

Newsletter

- **Two monthly newsletters** with news and updates from the District Director, Program Quality Director, Club Growth Director, and the Public Relations Manager, 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 campaign on 10 August was sent to 3462 people and has been opened by just over half of the recipients!



- Members receive the newsletter via email, and the link is also posted to the website and social media.

- Special mention and thank you to Rob Wightman DTM and Toni Sharp DTM, who 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
Unable to post on the District Instagram account.	Working on trying to get access through Facebook.
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:** District Executive Training and Council Meeting – 17 September 2022 venue Alexandra Park, Auckland.

- **New Club Chartered – Northern Impromptu**: Chartered on 26 June 2022, this new club can be found on Facebook and LinkedIn. Click on the links to check out their social media and what they get up to. They are a club that meets once a month on the second Friday, and it is an opportunity for you to present an impromptu speech.

- **Kingsley Moody Shield for Club Public Relations**: Thank you to everyone who submitted their nominations. Our previous Public Relations Manager has received email nominations with your supporting documents for the Kingsley Moody Cup.

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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