



District 112 Public Relations Manager's Report

District	112	District Public Relations Manager	Michelle Berriman	Report date	Jun 2023
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Newsletter

- **The last monthly newsletter** from June featured news and updates from the District Director, Program Quality Director, Club Growth Director, and the Public Relations Manager. This district newsletter provides updates on upcoming events and events that happened last month. It also had a few thank you messages for the service our wonderful Trio have been doing for our district and communities.
- Please note in the last newsletter, we accidentally missed **Morning Toast Toastmasters Club** having received President's Distinguished. Apart from getting to 20 members which they have now achieved, Morning Toast was the **FIRST** club in District 112 to reach President's Distinguished Club status. A hearty congratulations to Morning Toast and a good reminder to ensure we check our lists behind the scenes to ensure clubs who have worked hard to achieve their goals have their successes acknowledged.
- 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, for continuing as our valued newsletter coordination and proof-reading team.

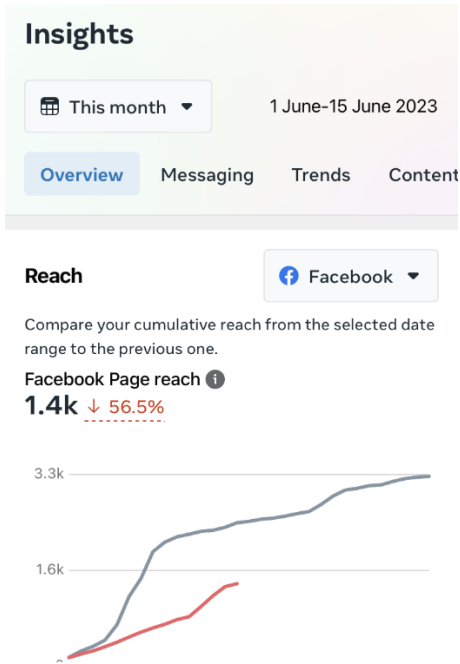
Social Media Update

Facebook

- The [District 112 Toastmasters in New Zealand Facebook Page](#) currently has **1.06k** followers. Our previous Public Relations Manager, Sabrina, has continued with posts three to five times a week and managed to keep sharing and providing interesting news, tips, and videos with the public domain and our members every week. Popular posts include funny Friday memes, which we endeavour to continue to end the week on a light hearted note.
- The [District Facebook Group](#) has 542 members now. The most widely shared and popular posts include thank you posts for the service of our District Leadership team. Starting with Kulesh De Silva, Finance Manager, to members of the Trio, these were heartfelt popular

posts that allowed members of our District to get to know the leadership team a little better. Thank you to our leaders for their input on their backgrounds and for sharing their delightful stories. We can't stop learning from you!

Figure 1: District 112 Facebook Insight Statistics for 1-15 June 2023



- Above is a snapshot of the insights from our Facebook page. Though it has not been as high as in May, this may be accounted for the fact that May was exceptionally high due to the District Conference happening and June's results only portraying half a month (1-15 June insights and reach on display in the graph below).

On a more positive note, take a look at our insights for some of our posts!

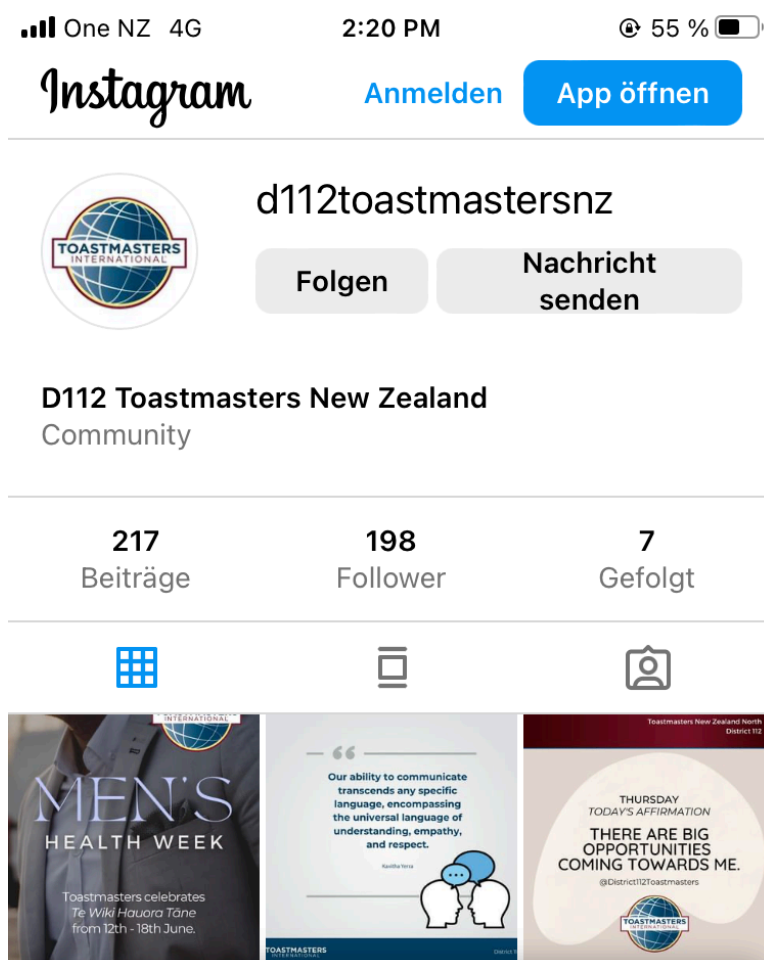


667 people reached in three days and 114 reaches in a matter of hours! The posts for our leadership were indeed incredibly popular.

Instagram

- The District Instagram account currently has 198 followers, up by 4 in the last couple of months. Some of our Facebook posts have been translated over to Instagram through the Meta Business Suite. We celebrate general special days and important themes on Instagram such as recently Te Wiki Hauora Tāne (Men's Health Week) from 12-18 June and New Zealand Sign Language Week from 8-14 May.

Figure 2: @d112toastmastersnz



YouTube

@toastmastersnewzealandnort8120

- We now have 154 subscribers on YouTube, an increase of five since the last report in April came out. Our previous Thursday Top Toastmasters Topic YouTube videos were a hit and the period for them stopped in May but keep an eye out for another drive on this platform because those videos drove an increase in our social media engagements. While these were not uploaded on our own YouTube channel, feel free to check out @michelleberriman2939 for the full range of videos.

LinkedIn

- The [District LinkedIn](#) page now has 518 followers, which has gone up by 63 since the last report!

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 me any time. My email is prm@d112tm.org.nz.

Support for VPPRs

- Create promotional images for events, including your club meetings, using pre-made Toastmasters promotional material, or using your own creations. Check out the [Toastmasters Brand Portal](#), where you can find the Brand Manual, Toastmasters logo, social media templates, and more. Canva is a popular graphic design platform I have been using for quickly creating eye-catching promotional material. If you have anything else you'd like to see on our pages, please ensure to let us know! We are always keen for your feedback.
- We also have **VPPR Folder** on [Google Drive](#) and [Club Officer resources](#) on our website d112tm.org.nz

Contact details:

Michelle Berriman prm@d112tm.org.nz

Website www.d112tm.org.nz