Executive Summary

The District 112 Communications Plan is developed to guide the activities of the District when communicating all of its events and celebrations externally and internally.

INTERNAL COMMUNICATIONS

Description	Audience	Tasks	Date	Communications Method	(% Complete)	Owner	Approver	Approval Lead Time	Reference
District Executive Committee	District Officers + District Field Officers	Dates of DEC posted on District Calendar	30-May-23	Website	Ongoing	Webmaster	DD	2	Pro 7.1 (5f)
		Top Table & Division Director reports to DAM	21 days before	Email	Ongoing	DAM	DD	2	DP 9.5
		Meeting papers published on Website	14 days before	Website	Ongoing	DAM	DD	2	Pro 7.1 (5e)
		DEC Meeting held		Hybrid or Online only	Ongoing	DD	DD	2	
		Minutes of DEC posted on website	By 28 days after	Website	Ongoing	DAM	DD	2	DP 9.6
District Newsletter	All members	Call for material	1st of the month	Email	Ongoing	Editor	PRM	2	
		Material received	6th of the month	Email	Ongoing	Editor	PRM	2	
		1st Draft	8th of the month	Email	Ongoing	Editor	PRM		
		Draft finalised	11th of the month	Email	Ongoing	PRM	DD	2	
		Newsletter published.	12th of every month	Email + Website	Ongoing	PRM	DD	2	
Smedley Award	Club Officers	Create promotional material for the award	10-Jul-23	Email + Website		CG Team	CGD		
		Email to Clubs & District officers	25-Jul-23	Email + Website		PRM	CGD		
		Program launch	1-Aug-23	Social Media		PRM	CGD		
		Report on Results	30-Oct-23	Email + Website		CGD	DD		
Talk Up Toastmasters	Club Officers	Create promotional material for the award	15-Nov-23	Email + Website		CG Team	CGD		
		Email to Clubs & District officers	30/11/23 + 25/1/24	Email + Website		PRM	CGD		
		Program launch	1-Feb-24	Social Media		PRM	CGD		
		Report on Results	30-Apr-24	Email + Website		CGD	DD		
Beat The Clock	Club Officers	Create promotional material for the award	1-Apr-24	Email + Website		CG Team	CGD		
		Email to Clubs & District officers	15-Apr-24	Email + Website		PRM	CGD		
		Program launch	1-May-24	Social Media		PRM	CGD		
		Report on Results	31-Jul-24	Email + Website		CGD	DD		

May 2024 Conference	All members	Launch of Registrations	16-Sep-23	At District Awards Dinner		Conf Team	PQD	
		Promotion in District Newsletters	Every month October to April	Email + Website		PRM	PQD	
		Promotional Material provided to Division Directors	Mid September	Email		Conf Team	PQD	
		Promotion at Division Conferences	October + November	Hybrid		Div Dirs.	Trio	
		Program approved by November DEC	18-Nov-23	Online		Conf Team	PQD	
		Promotion of Programme	23-Nov-23	Website + Social Media + Newsletter		Conf Team + PRM	PQD	
		Reminder that Early Bird closes on 31 January	10 Dec 23 + 15/1/24	Website + Social Media + Newsletter		Conf Team + PRM	PQD	
		Promotion at Area Contests	February	Hybrid		Area Directors		
		Promotion at Division Conferences	March + April	Hybrid		Div Dirs.	Trio	
May 2025 Centennial Conference	All members	Initial Promotion at D112 Conference	1-May-24	In person		PQD + CGD	DD	
Division Council Meetings	District Officers	Email to Div Council members	4 weeks prior to meeting	Email		Div Dir	DD	
		Agenda as specified by Prot 7.1 (7)		Online		Div Dir	DD	
Area Council Meetings	Area Director + Club Representatives	Email to Clubs in Area	4 weeks prior to meeting	Online or hybrid		Area Directors	Div Dir	
		As specified by Prot 7.1 (8)						
District Leadership Committee	All members	DLC Chair Appointed	30-Oct-23	Email		DD		
		DLC Members appointed	30-Nov-23	Email		DD+DLC Chair		
		Call for nominations	15-Dec-23	Website, email to clubs & Newsletter		DLC Chair		
		Nominations Close	February			Nominees		
		DLC interviews	February + March	Zoom		DLC		
		Nominees advised of outcome	20-Mar-24	Phone		DLC Chair		
		DLC Report to DD	22-Mar-24	Email		DLC Chair		
		DLC Report published	5-Apr-24	Website		DD		
Press release	All members	TI's 99th Birthday	1st week in September 2023	District Social Media + Website.		DD	DD	
		Div International Speech Results	one day after the event	District Social Media + Website.		Div Dir		

		Div Humorous Speech Results	one day after the event	District Social Media + Website.		Div Dir		
		Div Evaluation Contest Results	one day after the event	District Social Media + Website.		Div Dir		
		Div Table Topics Results	one day after the event	District Social Media + Website.		Div Dir		
		New Trio	within a week of the elections	District Social Media + Website.				

External Communication

Description	Audience	Tasks	Date	Communications Method	(% Complete)	Owner	Approver	Approval Lead Time
Community Club Demonstration Meeting	External + all members	Develop news release.	8 days prior	Email		Sponsor		
		Approve News release	12 days prior	Email		Sponsor	Div Dir	
		Publish	15 days prior weeks prior	District Social Media. Local Social media		Sponsor + PRM		
New Club Chartered	External + all members	Develop news release.	8 days prior	Email		Sponsor	DD	
		Approve News release	12 days prior	Email		Sponsor	DD	
		Publish	15 days prior weeks prior	District Social Media. Local Social media		Sponsor + PRM	DD	
Announcement of new Trio	External + all members	Announce election results	4-May-24	District Social media		PRM	DD	1
		Publish Profiles of new Trio	12-May-24	District Social media. Home club social media. Local social media		PRM	DD	2
Increase Social media Connectivity	Internal + External	Actively encouraging all members to join their club social media platforms	Ongoing	All social media		All members	N/A	Ongoing
		Actively encouraging all members to join the District social media platforms	Ongoing	All social media		All members	N/A	Ongoing
		Encourage Club members to join local community social media and include them when sharing about their Toastmasters meeting	Ongoing	All social media		All members	N/A	Ongoing

		Encourage club members to participate in "the light tap program" (e.g. sharing items on their own social media like ("I received good helpful feedback on my speech …, or I heard a great speech on ...)	Ongoing	All social media		All members	N/A	Ongoing
		Tag Friends and family on each Toastmasters post (from District + your club)	Ongoing	All social media		All members	N/A	Ongoing
		Encourage clubs to promote the "meet our members" section on their club website.	Ongoing	Club Website		All members	N/A	Ongoing
Up to date club website and social media	Club Officers	Clubs post on their social media	At least every two weeks	Club social media platforms		Club Officers	Club president	Ongoing
		Content on Club Website is current and accurate.	Ongoing	Club Website		Club Officers	Club president	Ongoing
Club interaction with local media	Club Officers	Club is listed in the "what's on" section	Ongoing	Local media		Club Officers	Club president	Ongoing
		Press releases by club	Ongoing	Local media		Club Officers	Club president	Ongoing
District support to clubs	PRM	District providing copy which clubs can adapt for local media	Ongoing	Email + website		PRM	DD	Ongoing
Press releases	Everyone	TI's 99th Birthday	October	1st week in September 2023		PRM + Club VPPR		
		Div International Speech Results		one day after the event		PRM + Club VPPR		
		Div Humorous Speech Results		one day after the event		PRM + Club VPPR		
		Div Evaluation Contest Results		one day after the event		PRM + Club VPPR		
		Div Table Topics Results		one day after the event		PRM + Club VPPR		
		New Trio		within a week of the elections		PRM + Club VPPR		
		New Club Leaders				Club VPPR		

Description	Audience	Tasks	Date	Communication Method	(% Complete)	Owner	Approver	Approval Lead Time	Ref
Semi Annual District Council Meeting	District officers, Club Presidents and Club Vice presidents Education	DC dates published on District Website.	1-Jul-23	Website		Webmaster	DD		
		Determine the voting method		Zoom		Trio	DD		
		Notice of the electronic vote is posted to the District website four (4) weeks in advance of the vote opening.	24-Aug-23	Website		DAM	DD		
		Call for Reports etc. for the District Council meeting (21 days prior)	31-Aug-23	Email		DAM	DD		
		The District posts the proposed agenda item at least 14 days in advance of the vote.	7-Sep-23	Website		DAM	DD		
		The District posts the proposed budget at least 14 days in advance of the vote.	7-Sep-23	Website		DAM	DD		
		The District posts information about proposed appointees at least 14 days in advance of the vote.	7-Sep-23	Website		DAM	DD		
		The district publishes the reports and other agenda items at least 14 days prior to the meeting	7-Sep-23	Website		DAM	DD		
		District Council Meeting held	22-Sep-23			DD	DD		
		Publish minutes of meeting no more than 28 days after the meeting	20-Oct-23	Website		DAM	DD		
Annual District Council Meeting	District officers, Club Presidents and Club Vice presidents Education	DC dates published on District Website.	1-Jul-23	Website		Webmaster	DD		
		Determine the voting method		Zoom		Trio	DD		
		Notice of the electronic vote is posted to the District website four (4) weeks in advance of the vote opening.	5-Apr-24	Website		DAM	DD		
		The District post information about candidates for elected office at least 28 days prior to the meeting	5-Apr-24	Website		DD	DD		
		Call for Reports etc. for the District Council meeting (21 days prior)	12-Apr-24	Email		DAM	DD		
		The District posts the proposed agenda item at least 14 days in advance of the vote.	19-Apr-24	Website		DAM	DD		
		The District posts the proposed budget at least 14 days in advance of the vote.	19-Apr-24	Website		DAM			
		The District posts information about proposed appointees at least 14 days in advance of the vote.	19-Apr-24	Website		DAM	DD		
		The district publishes the reports and other agenda items at least 14 days prior to the meeting	19-Apr-24	Website		DAM	DD		
		District Council Meeting held	4-May-24			DD	DD		
		Publish minutes of meeting no more than 28 days after the meeting	2-Jun-24	Website		DAM	DD		