



VPPR Training Handout: Overcoming Fear of Social Media and Digital Presence

Welcome to VPPR Training!

This comprehensive handout is designed to support you in overcoming social media anxiety and building a strong digital presence for your club.

Introduction

Purpose:

Supporting the VPPR in building confidence in social media and digital marketing.

Goal:

Understanding a new kind of leadership - "Creative Leader."

Vision:

Making Toastmasters the number one platform for building leaders.

Social Media Anxiety

Definition:

The feelings of worry, unease, or stress that can arise from using social media platforms.

Common Causes:

- Fear of negative feedback
 - Judgement
 - Privacy concerns
 - Lack of tech-savviness
 - Cultural differences
 - Apathy
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Importance of Digital Presence

Why is Digital Presence Crucial?

1. **Enhancing Club Visibility and Outreach:** Reach a broader audience and increase club recognition.



2. **Engaging with Current and Potential Members:** Build a community and keep members informed and involved.
 3. **Showcasing Club Achievements and Activities:** Highlight the club's successes and attract new members.
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Common Fears and Misconceptions

Addressing Common Fears:

- Concerns about privacy and security.
 - Misconception: "I need to be perfect."
 - Feeling unsupported.
 - Lack of knowledge about using platforms like Facebook and LinkedIn.
 - Perceived time consumption.
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Practical Tips to Overcome Fear

Steps to Overcome Social Media Anxiety:

1. **Start Small:** Begin with simple posts.
 2. **Use Available Resources:** Utilize templates, guidelines, and training.
 3. **Plan:** Create a content calendar.
 4. **Practice Makes Perfect:** Regular posting builds confidence.
 5. **Read the Simple and Easy VPPR Marketing Guide.**
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Tools and Resources

Useful Tools for VPPRs:

- **Your Creative Thinking!**
 - **Canva:** For designing visuals.
 - **Journal Calendar:** To schedule posts.
 - **Toastmasters International Resource Library.**
 - **District 112 Simple Marketing Guide.**
 - **Internet for Ideas.**
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Creating Engaging Content

Content Ideas and Tips:



- **Share Club Meeting Highlights:** Capture and share moments from meetings.
 - **Celebrate Member Achievements and Milestones:** Recognize and celebrate achievements.
 - **Promote Upcoming Events and Contests:** Keep members informed about future events.
 - **Engage with Followers:** Ask questions, create polls, and interact with your audience.
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Best Practices for Social Media

Effective Social Media Strategies:

- **Consistency:** Maintain a regular posting schedule.
 - **Authenticity:** Be genuine and relatable.
 - **Interaction:** Respond to comments and messages.
 - **Have Fun:** Be creative and be yourself.
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Handling Negative Feedback

Dealing with Criticism:

- Stay calm and professional.
 - Address concerns promptly and constructively.
 - Learn from feedback to improve future posts.
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Privacy and Security

Ensuring Online Safety:

- Review privacy settings regularly.
 - Be cautious about sharing personal information.
 - Educate members on safe online practices.
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Success Stories

Inspiring Examples:

- Share success stories from other clubs.
- Highlight effective social media campaigns.



Conclusion

Summary and Closing Remarks:

- Recap key points discussed.
- Encourage continued learning and practice.
- Thank the participants for their time and engagement.

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- Feel free to reach out with any questions or for further support. Thank you for your commitment to enhancing your club's social media presence!

Summary

This training aims to help you overcome your fears and build a confident, engaging digital presence for your club. Remember, the key is to start small, use available resources, and maintain consistency. Your efforts will significantly contribute to your club's visibility and success.