



VPPR Marketing and Visibility Checklist

This comprehensive checklist ensures the Vice President of Public Relations (VPPR) can effectively manage all tasks, including documenting passwords for the club's various accounts, to enhance the visibility and impact of D112 Toastmasters.

1. Strategy and Planning

- Define Goals
 - Identify what you can learn that can be applied in your personal life
- Develop a Marketing Plan

2. Brand Consistency

- Adhere to Brand Guidelines
- Maintain Consistent Messaging

3. Online Presence

- Regularly Update Website
- Optimise Website for SEO (*optional*)
- Maintain Active Social Media Profiles
 - Post Regular Updates
 - Engage with Followers
 - Reshare District Social Media Account (Facebook and Division)
- Ensure Club Facebook Page is Updated
- Keep Canva Designs Current
- Update Google Address with Member Reviews
- Maintain and Update Club Website
- Ensure Canva Account is Active and Up to Date

4. Content Creation

- Produce High-Quality Content
- Encourage Member Contributions

5. Events and Publicity

- Publicise Club Meetings and Events
 - Reshare the District Facebook Posts
- Write and Distribute Press Releases
- Establish Partnerships
- Join and Promote Contests



6. Community Engagement

- Organise Outreach Programs
- Attend Local Events and Network
- Connect with Local Community Groups
- Connect with Local Community Groups on Facebook
- Use WhatsApp for Local Club Success

7. Member Recognition

- Promote Members' Personal or Work-Related Achievements
- Celebrate Members' Birthdays
- Organise Fun Theme of the Month
- Confidently Promote Posts to Win in Contests

8. Metrics and Analysis

- Track and Analyse Key Metrics
- Collect Feedback and Adjust Strategies

9. Training and Development

- Provide PR Training for Team
- Request Training for PR Success
- Attend PR Training to Achieve PR Success
- Stay Updated with Trends
- Know the Resource Library of Toastmasters International for D112 Toastmasters
- Read the Simple Marketing Guide by the District Public Relations Manager
- Get to know the Area Director and Division Director

10. Account Management

- Document the Passwords of Club's Social Media, Google, and Any Other Accounts

Monthly Tasks

- Maintain a Content Calendar
 - Conduct Monthly Review Meetings
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Skills to learn and develop as the Vice President of Public Relations

As the Vice President of Public Relations (VPPR) in Toastmasters, individuals can develop and enhance a wide range of skills that are valuable both professionally and personally. Here are some of the key skills they can learn:

1. Strategic Planning and Goal Setting

- **Project Management:** Planning and executing PR campaigns and events.
- **Goal Setting:** Defining clear, measurable objectives and creating plans to achieve them.

2. Marketing and Public Relations

- **Digital Marketing:** Managing and optimising online presence through websites, social media, and email marketing.
- **Content Creation:** Developing engaging content, including writing, graphic design, and video production.
- **SEO Optimization (optional):** Learning how to improve website visibility on search engines.

3. Brand Management

- **Consistency:** Ensuring all communications are consistent with the Toastmasters brand.
- **Messaging:** Crafting compelling and coherent messages that reflect the club's values.

4. Community Engagement

- **Networking:** Building relationships with community groups, local organisations and media.
- **Outreach:** Organizing and promoting outreach programs to increase club visibility.

5. Event Promotion and Management

- **Publicity:** Promoting club meetings, events, and member achievements through various channels.
- **Event Planning:** Organizing and managing events, from small meetings to larger public events.

6. Analytical Skills

- **Data Analysis:** Tracking and analysing metrics to measure the effectiveness of PR efforts.
- **Feedback Collection:** Gathering and utilising feedback to improve strategies and tactics.



7. Communication Skills

- **Public Speaking:** Enhancing public speaking skills through regular practice and events.
- **Writing:** Developing strong writing skills for press releases, newsletters, and social media posts.
- **Interpersonal Communication:** Improving interpersonal skills by engaging with members and the community.

8. Leadership and Team Management

- **Leadership:** Leading a team of volunteers and coordinating efforts to achieve common goals.
- **Training:** Providing training and support to team members, fostering a collaborative environment.

9. Technical Skills

- **Social Media Management:** Mastering the use of various social media platforms for promotion and engagement.
- **Graphic Design:** Learning to use tools like Canva for creating visually appealing content.
- **Website Management:** Gaining skills in updating and maintaining a website.

10. Organisational Skills

- **Time Management:** Balancing various tasks and responsibilities effectively.
- **Documentation:** Keeping thorough records, including documenting passwords and other important information.

11. Adaptability and Continuous Learning

- **Staying Updated:** Keeping up with the latest trends and best practices in PR and marketing.
- **Resource Utilisation:** Utilising resources such as the Toastmasters International Resource Library and the District PRM Simple Marketing Guide.

Personal Benefits

- **Confidence Building:** Gaining confidence through public speaking and leadership roles.
- **Creativity:** Enhancing creative thinking and problem-solving skills through content creation and event planning.
- **Networking Opportunities:** Expanding professional networks through community engagement and outreach.