



Toastmasters New Zealand North
District 112



District 112 Toastmaster

New Zealand North

**Simple and Easy VPPR Marketing
Guide**



Hi there,

I hope all is well with you.

Please allow me to introduce myself. My name is Kenneth Suan Gustilo, I am the Public Relations Manager for the coming year.

In my time at Toastmasters I have enjoyed both the role of Vice President Public Relations at club level and as Public Relations Manager for the district (2023-2024) Both these roles have helped me achieve my personal and professional goals.

I hope it does for you too.

Personally I believe Public Relations is one of the best roles because there are no right or wrong choices, and it is one of the best ways to develop your creativity and reach your full potential in this field.

For me, Public Relations takes me back to my childhood, where I could imagine great colours, be excited, be crazy and be unique.

Yours Truly,

Kenneth Suan Gustilo

Public Relations Manager

2024- 2025



VPPR Easy and Simple Marketing Guide for Your Club

Introduction

As the Vice President of Public Relations (VPPR), your role is crucial in promoting your club and its activities. This guide provides a comprehensive marketing strategy and ideas for posting to help you effectively manage your club's public relations. This is a great opportunity for you to learn marketing, social media, digital marketing, and branding skills that can be added to your resume.

Marketing Strategy

Understand Your Audience

Identify Target Audience: Members, potential members, local community groups, and professionals.

1. Members:

- **Current Members:** People who are actively involved in your club.
- **Past Members:** People who were previously involved but are not currently active.

2. Potential Members:

- **Interested Individuals:** People who have shown interest in joining but haven't yet committed.
- **General Public:** Local residents who might benefit from joining but are not yet aware of the club.

3. Local Community Groups:

- **Community Organisations:** Local non-profits and cultural groups.
- **Schools and Colleges:** Educational institutions in your area.

4. Professionals:

- **Local Business Owners:** Entrepreneurs and small business owners.
- **Young Professionals:** Recent graduates and young career-focused individuals.
- **Public Sector Employees:** Government and public service workers.
- **Tailor Content:** Customise your messages to address the interests and needs of each group.



Develop a Content Calendar

Plan Ahead:

- Create a monthly content calendar to schedule posts in advance for your club.
- Join District Trainings for PR success to stay updated on best practices and strategies.

Include Key Dates:

- District-level events and activities relevant to your club
- Club meetings and contests
- Member achievements and highlights
- Public holidays
- PR contests and challenges

Content Ideas:

- **Announcements:** Share important updates and upcoming events within the district.
- **Highlights:** Post recaps and photos from recent district events and your club's involvement.
- **Member Spotlights:** Feature achievements and profiles of club members who have contributed significantly.
- **Educational Content:** Share public speaking tips, leadership advice, and resources provided by Toastmasters.
- **Community Engagement:** Promote your club's collaborations with local organisations and community groups as part of the district's initiatives.

Utilise Multiple Platforms

- **Social Media:** Facebook, Instagram, LinkedIn, Twitter.
- **Website:** Keep it updated with event information, blog posts, and member highlights.
- **Email Newsletters:** Send regular updates and event invitations.
- **Google:** Use Google My Business to manage your club's online presence and reviews.
- **Canva:** Create visually appealing graphics for social media and the website.
- **ChatGPT:** Use ChatGPT for drafting posts, generating content ideas, and refining your messaging.



Optimise for SEO (Optional)

- **Keywords:** Use relevant keywords in your posts and website content.
- **Local SEO:** Include your club's location in posts and on your website to attract local traffic.

Engage with the Community

- **Local Groups:** Join and interact with local community groups on Facebook and other platforms.
- **Collaborate:** Partner with local organisations and businesses for events and cross-promotion.
- **Reviews:** Encourage members and attendees to leave positive reviews on Google and Facebook. Regularly monitor and respond to reviews to build your club's online reputation.

Monitor and Analyze

Using Facebook Analytics to Track Metrics and KPIs

1. Track Metrics with Facebook Analytics Facebook Analytics offers a comprehensive set of tools to measure the performance of your posts and campaigns. Here's how you can use these tools effectively:

a. Overview Dashboard:

- **Page Summary:** View key metrics at a glance, including Page Likes, Post Reach, and Engagement.
- **Audience Insights:** Understand the demographics of your audience, such as age, gender, location, and interests.

b. Post Performance:

- **Reach:** The number of people who have seen your post.
- **Impressions:** The total number of times your post has been displayed, whether clicked or not.
- **Engagement:** The number of interactions (likes, comments, shares) your post has received.



c. Engagement Metrics:

- **Likes/Reactions:** The number of likes and other reactions (love, haha, wow, sad, angry) your post has received.
- **Comments:** The number of comments on your post.
- **Shares:** The number of times your post has been shared.
- **Clicks:** The number of clicks on links, videos, and other content in your post.

d. Page Insights:

- **Page Views:** The number of times your Page's profile has been viewed.
- **Page Likes:** The number of new likes your Page has received.
- **Page Followers:** The number of people who follow your Page updates.

2. Define Key Performance Indicators (KPIs) Key Performance Indicators (KPIs) help you measure the success of your marketing efforts. Here are some important KPIs to track using Facebook Analytics:

a. Engagement Rate:

- **Formula:** $(\text{Total Engagements} / \text{Total Reach}) \times 100$
- **Purpose:** Measures how actively your audience is interacting with your content.

b. Reach and Impressions:

- **Reach:** Total number of unique users who saw your content.
- **Impressions:** Total number of times your content was displayed.
- **Purpose:** Helps you understand the visibility and frequency of your posts.

c. Click-Through Rate (CTR):

- **Formula:** $(\text{Total Clicks} / \text{Total Impressions}) \times 100$
- **Purpose:** Measures how effectively your posts are driving traffic to links, videos, or other content.

d. Follower Growth:

- **Formula:** $(\text{New Followers} - \text{Unfollowers}) / \text{Total Followers} \times 100$
- **Purpose:** Indicates the growth rate of your Page's followers over time.



e. Membership Growth:

- **Formula:** $\text{New Members Joined} / \text{Total Members} \times 100$
- **Purpose:** Measures the effectiveness of your campaigns in attracting new members to your club.

3. Adjust Strategy Based on Data Insights and Feedback Once you've tracked your metrics and defined your KPIs, it's essential to adjust your strategy based on the insights gained. Here's how:

a. Identify Successful Content:

- **Top Performing Posts:** Analyse posts with the highest engagement and reach. Determine what made them successful (content type, timing, visuals).
- **Content Types:** Identify which types of content (videos, images, links) resonate most with your audience.

b. Analyse Audience Feedback:

- **Comments and Messages:** Pay attention to comments and messages from your audience. Address their questions and concerns promptly.
- **Surveys and Polls:** Conduct surveys or polls to gather direct feedback on your content and events.

c. Optimise Posting Schedule:

- **Best Times to Post:** Use insights to determine when your audience is most active and schedule posts accordingly.
- **Frequency:** Adjust the frequency of your posts to maintain engagement without overwhelming your audience.

d. Test and Iterate:

- **A/B Testing:** Experiment with different types of content, headlines, and visuals to see what performs best.
- **Monitor Results:** Continuously monitor the performance of your posts and campaigns to identify trends and patterns.

e. Refine Your Goals:

- **Review KPIs:** Regularly review your KPIs to ensure they align with your overall marketing objectives.
- **Adjust Goals:** Adjust your goals based on the performance data to stay on track and achieve desired outcomes.



Posting Ideas

1. Club Meetings and Events

- **Announcements:** Post about upcoming meetings, events, and contests.
- **Recaps:** Share highlights and photos from recent meetings and events.
- **Live Updates:** Post real-time updates during events to engage followers.

2. Member Spotlights

- **Achievements:** Celebrate member achievements, both personal and professional.
- **Birthdays and Milestones:** Acknowledge member birthdays and Toastmasters anniversaries.
- **Profiles:** Feature a member each month with a brief interview and photo.

3. Educational Content

- **Tips and Tricks:** Share public speaking tips, leadership advice, and other relevant content.
- **Quotes:** Post inspirational quotes related to communication and leadership.
- **Resources:** Highlight useful resources from Toastmasters International.

4. Fun Themes of the Month

- **Theme Announcements:** Introduce the theme at the beginning of each month.
- **Contest Posts:** Share updates and results from the theme contests.
- **Engagement:** Encourage members to share their interpretations of the theme.

5. Community Engagement

- **Local News:** Post about local events and news relevant to your audience.
- **Collaborations:** Promote joint events with local organisations.
- **Shoutouts:** Give shoutouts to local businesses and partners.

6. Club Achievements

- **Awards:** Share news about awards and recognitions your club has received.
- **Goals:** Post updates on the club's progress towards its goals.
- **Success Stories:** Highlight success stories from your club's members.



Tools and Resources

1. Social Media Management

- **Tools:** Facebook, Google, or Canva for scheduling and creating posts.
- **Templates:** Use templates for consistent branding and quick post creation.

2. Analytics

- **Tools:** Google Analytics for website traffic, social media insights for post performance.
- **Reports:** Regularly review analytics reports to inform your strategy.

3. Design and Creativity

- **Canva:** Create visually appealing graphics for social media and the website.
- **Stock Photos:** Use free stock photo sites like Unsplash or Pexels for high-quality images.

4. Reviews and Feedback

- **Google and Facebook Reviews:** Encourage members and attendees to leave positive reviews on Google and Facebook. Regularly monitor and respond to reviews to build your club's online reputation.

5. Training and Resources

- **Attend Trainings:** Ensure that you attend District and Division PR trainings to stay updated on the latest PR strategies and tools.
- **Report to District:** Regularly report your club's PR activities and successes to the District.
- **Access District Resources:** Utilize the resources prepared by the District PRM to enhance your PR efforts.
- **Reshare Content:** Regularly reshare District YouTube videos, Facebook posts, LinkedIn updates, and Division posts to ensure your club's activities are lively and active. This will attract attention from the public and create a buzz around your club.
- **Be Active in Contests:** Participate actively in PR contests to further engage your audience and showcase your club's dynamic presence.

By following this simple guide, you can effectively manage your club's public relations and marketing efforts. Remember to stay consistent, engage with your audience, and continuously refine your strategy based on feedback and performance metrics.

Happy promoting! 😊



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2024 International Convention Zoom Backgrounds

[Click link here](#)

LOGOS AND DESIGN ELEMENTS (Logo, Word, Lockups, Pathways Logo, Pathways
Bandages, Gravel Club Logo, Social)

[Click link here](#)

Editable Social Media Cover Logo (.pptx)

Facebook —

Editable Facebook Event Template

[\(.pptx\)](#)

Facebook Cover Photo Burgundy (.png)

Facebook Cover Photo Blue (.png)

Facebook Event Photo Burgundy (.jpg)

Facebook Event Photo Blue (.jpg)

LinkedIn —

LinkedIn Cover Photo Blue

[\(.png\)](#)

LinkedIn Cover Photo Burgundy (.png)

Editable LinkedIn Cover Template (.pptx)

Centennial Resources

[District pride with these 100th anniversary District-specific logos.](#)