



District 112 Executive PR Performance Report

Reporting Period: July 1, 2024 – April 25, 2025

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Vision: Making the District 112 the number 1 platform in building leaders.

Overall Highlights:

- Strong multi-channel growth across LinkedIn and Facebook platforms.
- **Events-driven strategy** (Contests, Conference, Club Promotions) successfully boosted visibility and engagement.
- Cross-promotion between the newsletter and main page contributed to stronger LinkedIn presence.

LinkedIn – District 112 Page Overview

Metric	Result	Notes
Impressions	114,952	Entire page, organic only
Reactions	4,923	Likes, celebrates, support
Comments	383	Active conversations started
Reposts	123	Members and clubs resharing content

Key Insights:

- High organic impressions **no paid ads** used (100% organic growth).
- Good volume of **community interaction** (comments and shares).
- Spikes in activity correspond with major District activities in July, October, and Conference season (March-April).



LinkedIn – District 112 Newsletter

Metric	Result	Notes
Subscribers	467 (444 new this year)	95% subscriber growth
Article Views	3,121	Steady growth post-March
Impressions	4,370	Newsletter only
Engagements	179	Comments, reactions

Key Insights:

- Newsletter helped boost leadership and educational brand messaging.
- Subscribers grew sharply in 2025, linked to regular publication and promotions.

Facebook – District 112 Page

Metric	Result	Notes
Views	684,600	Public-facing views
Reach	242,000	1 814.4% year-over-year
Content Interactions	12,700	Likes, comments, shares
Link Clicks	1,900	Registration/events links
Visits	16,500	Page traffic
New Followers	220	1 88% increase

Key Insights:

- Facebook achieved exceptional visibility in 2025.
- Link click-through rates suggest effective campaign messaging but still room to optimize CTA language.

Strategic Takeaways:



Toastmasters New Zealand NorthDistrict 112

Observation	Recommendation
High visibility achieved with organic-only strategy on LinkedIn	Maintain regular posting; feature members and leadership stories
LinkedIn Newsletter is a key professional channel	Continue monthly editions, cross-share to clubs
Facebook excels at mass audience engagement	Keep running major campaign pushes tied to events and milestones
Slight gap in link click optimization	Strengthen CTA (Call-to-Action) wording and visual buttons on posts

X Action Points:

- Maintain 2–3 posts per week on LinkedIn and Facebook during key months.
- Monthly LinkedIn Newsletter issue focused on education, leadership, or upcoming events.
- Promote success stories, contest highlights, and member recognitions.
- Optimize call-to-action buttons for event links (e.g., "Register Now," "Secure Your Seat").

« Conclusion:

District 112's social media campaigns in 2024–2025 delivered **historic growth** across LinkedIn and Facebook.

The strategy to blend **professional credibility (LinkedIn)** with **community engagement (Facebook)** has paid off — establishing District 112 as one of the most visible and engaged Toastmasters Districts online.

Heading into the next term, you are well-positioned to **expand membership**, **boost event participation**, and **enhance leadership visibility** even further.