Toastmasters New Zealand North
District 112

Public Relations Manager Report

Since July 1, 2024, Toastmasters District 112 has made steady progress in enhancing its public visibility through consistent digital engagement and community outreach. On LinkedIn, the District reached over 114,000 impressions and organically grew its follower base to 1,147. Content shared included member features, event highlights, and leadership development posts, helping us connect with a broader professional audience. On Facebook, the District recorded over one million views, with a total reach of 238,586 — an increase of 232.5% compared to the beginning of the term. This growth was supported by collaborations with more than 250 Facebook community pages, which helped amplify club events and district initiatives across various groups and networks.

Key campaigns during this period included the "Super Star Challenge," designed to promote Distinguished Club Program goals, and a series of member spotlights that showcased personal stories from a range of backgrounds. These initiatives aimed to increase awareness and engagement while supporting membership and club development. Event promotions for training sessions, contests, and recognition ceremonies were consistently shared across platforms using countdown posts, speaker features, and photo recaps.

In terms of outreach, the District built relationships with migrant associations, student organisations, and cultural groups to extend its presence into new communities. While the overall digital performance has been encouraging, challenges remain around consistent club-level promotion and adapting to evolving platform algorithms. There is also room to expand our presence through a public-facing newsletter, greater use of LinkedIn for thought leadership, and development of branded templates to support club PR officers.

Looking ahead, the focus will be on equipping clubs with practical tools, exploring low-cost media opportunities, and maintaining a steady rhythm of content that reflects the diversity and purpose of the Toastmasters community. The support of members and club leaders continues to be an important part of our progress in building a visible and inclusive presence across District 112.

Kenneth Gustilo

D112 Public Relations Manager