



Toastmasters New Zealand North District 112

Public Relations Manager Report – 28th August 2025

Please welcome District 112 PR Team: Tatiana Maior - PRM, Natallia Ortega - FB content creator, Steve Vale - Marketing Adviser, Alex Tjahiana - LinkedIn content creator.

Our vision for this year is to add voice to the image of the District on the different social media channels by creating and posting video interviews of the members.

Also, we specify every day of the week for a certain task: member spotlight, inspirational, educational, Friday toastmasters fun to make our content attractive and interesting for the audience.

We targeted FB as a family oriented, middle age group of population, retired people, migrants. In contrast, on LinkedIn we focus on young professionals, students, entrepreneurs, job searches.

Overview

The following report covers the key performance metrics for the period from July 1, 2025, to August 28, 2025. The data reflects our efforts across various digital platforms, with a particular focus on Facebook, LinkedIn.

Facebook Reach Breakdown:

Total Reach: 179,708

- Percentage Increase: +118.6% from previous 60 days

Breakdown of Reach:

- From Organic Sources: 31.1%
- From Ads: 69.9%

Facebook Performance

Content and Engagement:

1.Link	32.1%
2. Photo	24.2%
3.Video	23.3%
4.Reel	3.4%
5.Other	14.5%

Facebook Audience

1415 Total followers - +26% from previous 60 days—net 115 follows

Net follows by content type: post 80%; video 20%

- Posts: 50
- Views 241,294
 - Percentage Increase: 1100%



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- Median Facebook Post Interactions: 1988 reaction; 167 shares; 96 comments
 - Percentage Increase: 151%
- Median Facebook Story Interactions: N/A

Recommendations:

- Post Frequency: It is crucial to maintain and potentially increase the frequency of posts to sustain audience interest and engagement.
- Content Engagement: Enhancing content by incorporating more interactive elements, such as polls, videos, and user-generated content, will help boost engagement further.
- Sharing club posts is crucial to increase awareness of the Toastmasters worldwide.

LinkedIn Performance

Followers

1198 Followers- 43 new followers

Impression Reach:	18,934, increase 85.3%
Reactions:	762, increase 111.4%
Comments:	68, increase 40%
Reposts:	12, increase 200%

Recommendations:

- Focus on sharing leadership insights, success stories, and professional development tips tailored to our audience to maximise LinkedIn's potential for engagement and networking.

Marketing outside of Toastmasters in Woolworths Stores- we installed District 112 promotional posters in 18 stores for a years duration.

Conclusion

This period has seen significant growth, particularly in numbers of followers, indicating strong resonance with our audience's content. Moving forward, focusing on content quality and strategic engagement will be key to sustaining and building on this success.