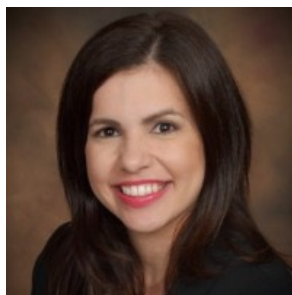


TOASTMASTERS INTERNATIONAL

2020 District 106 Web Engagement Project

Why should I connect my club online?



Lumary Ortiz
VP Public Relations
United We Toast

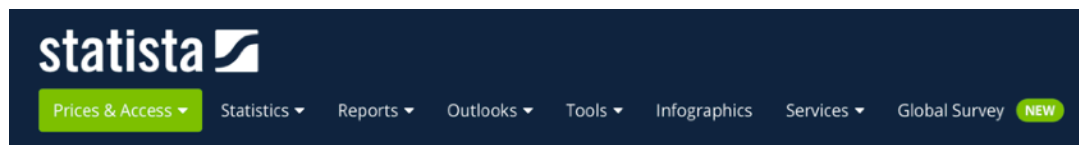


Matthew Malcom
Mills Early Risers
Club Member



Diane Windingland
Public Relations Manager
District 106

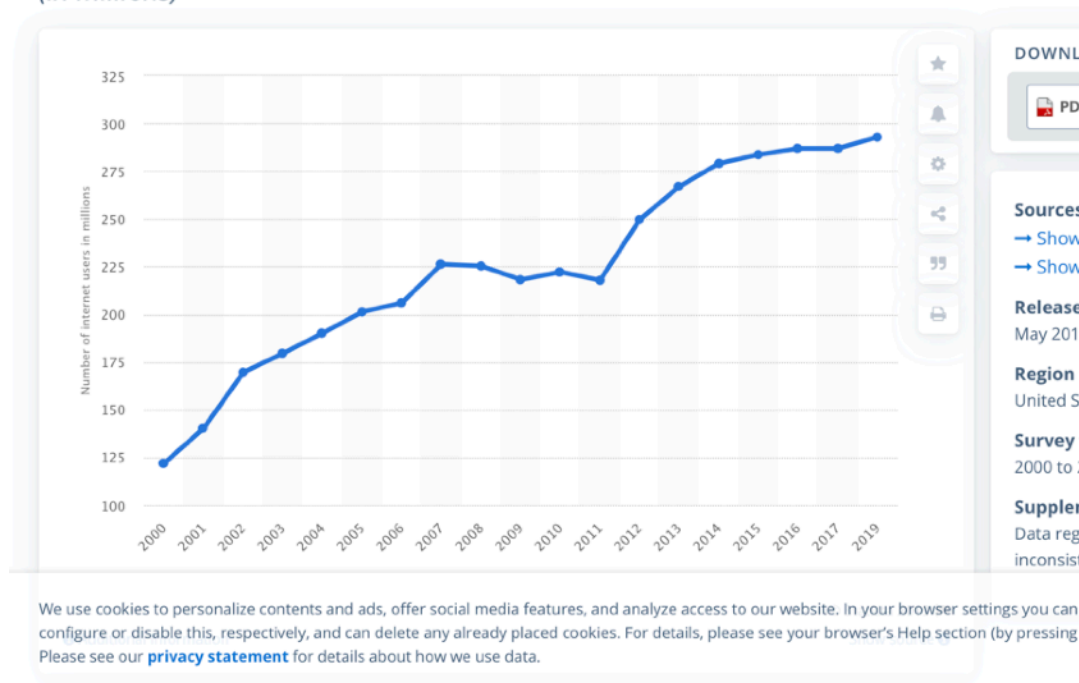
More Internet Users Mean More Opportunities for Your Club



Internet > Reach & Traffic

Number of internet users in the United States from 2000 to 2019

(in millions)



<https://www.statista.com/>

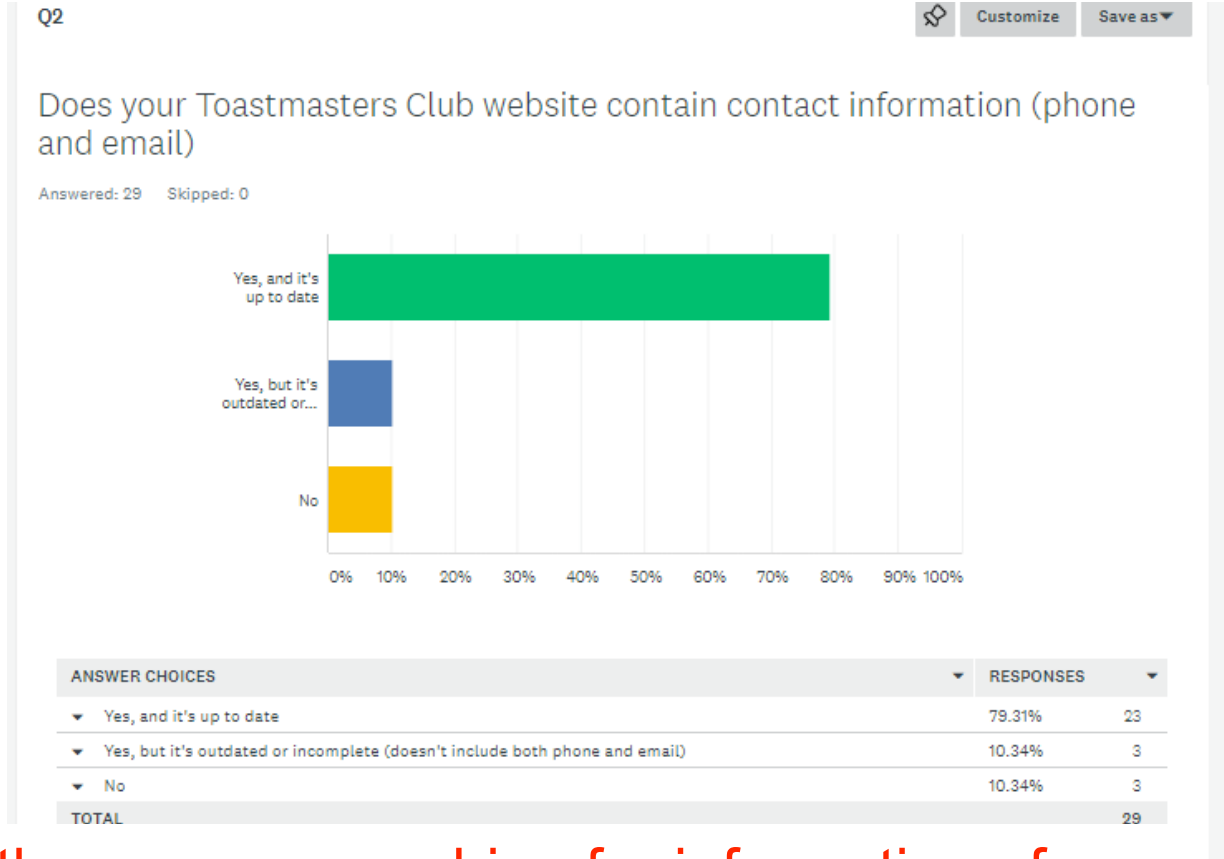
- ▶ Great opportunities to attract members to join your club.
- ▶ Data shows people are more connected to web sources for getting information, purchasing, among other activities.
- ▶ Mobile applications help the internet users's searching experience more intuitively.
- ▶ You maintain a closer and a better call to action communication with your fellow members and guests.
- ▶ Toastmasters International has several useful materials/posts to help you be more successful online.

Is District 106 Taking Advantage of FreeToast/Social Media?

A view to the results of survey District 106 Web Engagement Project (August-November, 2019)

Does your club website contain contact information?

Most clubs have contact info that is current



Tip: Keep responding promptly to the person searching for information of your club. This helps create a great impression and it will motivate guests to join your club faster.

Does your website contain contact meeting information?

Meeting location and directions are current

Q3

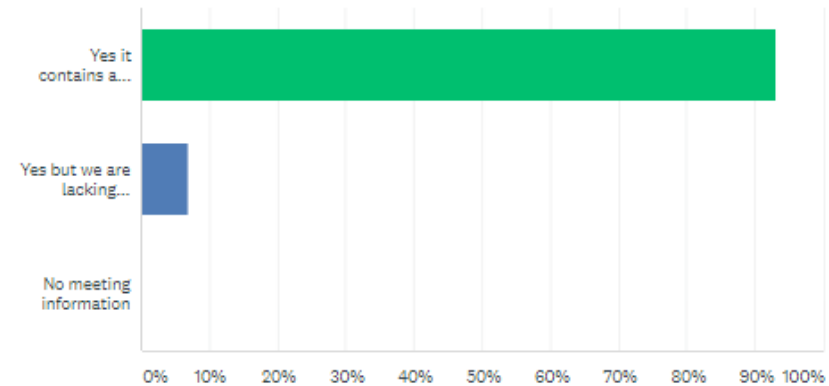


Customize

Save as ▾

Does your website contain meeting information (location, directions, date/times, map)

Answered: 29 Skipped: 0



ANSWER CHOICES ▾

RESPONSES ▾

▾ Yes it contains a location, date/time, directions, and a map

93.10% 27

▾ Yes but we are lacking location info, date/time, directions, or map

6.90% 2

▾ No meeting information

0.00% 0

Tip: Continue updating this information, especially in changes of location. A person might feel discouraged if they arrive to a locale that is not your current location.

Does your website contain photos of your club?

Many clubs lack photos or have out of date photos on website

Q4

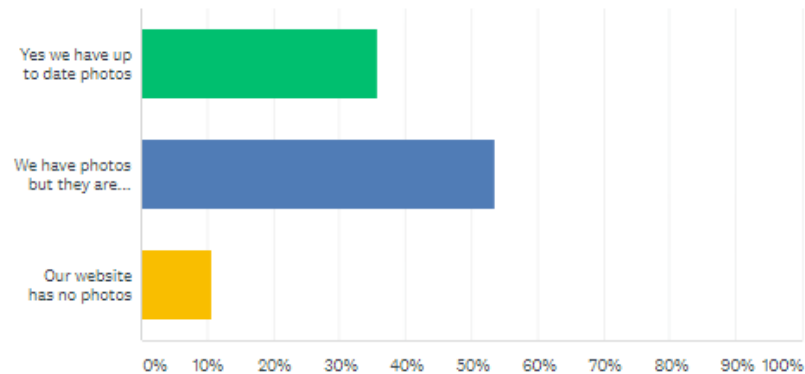


Customize

Save as

Does your website have a recent photo of club meeting, event, or members on home page?

Answered: 28 Skipped: 1



ANSWER CHOICES	RESPONSES
Yes we have up to date photos	35.71% 10
We have photos but they are over a year old	53.57% 16
Our website has no photos	10.71% 3
TOTAL	28

Tip: Why would you hide the beautiful smiles of your club members? Take a day of the week or month to upload your photos. When you post consistently, people will be curious to know about your club. Showing your happy members will attract more members and guests to your meetings.

Does your website contain links to the District or TM Intl. site?

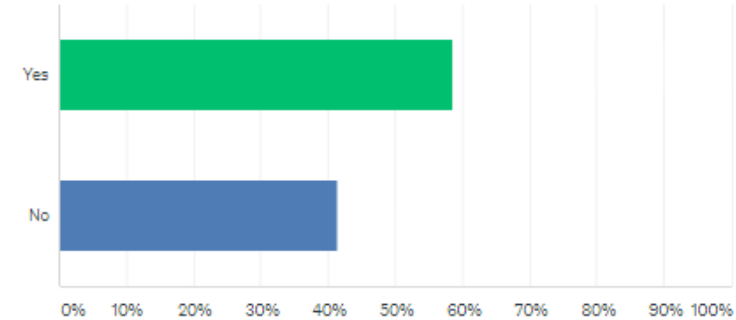
More than 40%
lack a link to
Toastmasters
International

Q5

Customize Save as

Does your website have a link to the District and Toastmasters International websites

Answered: 29 Skipped: 0

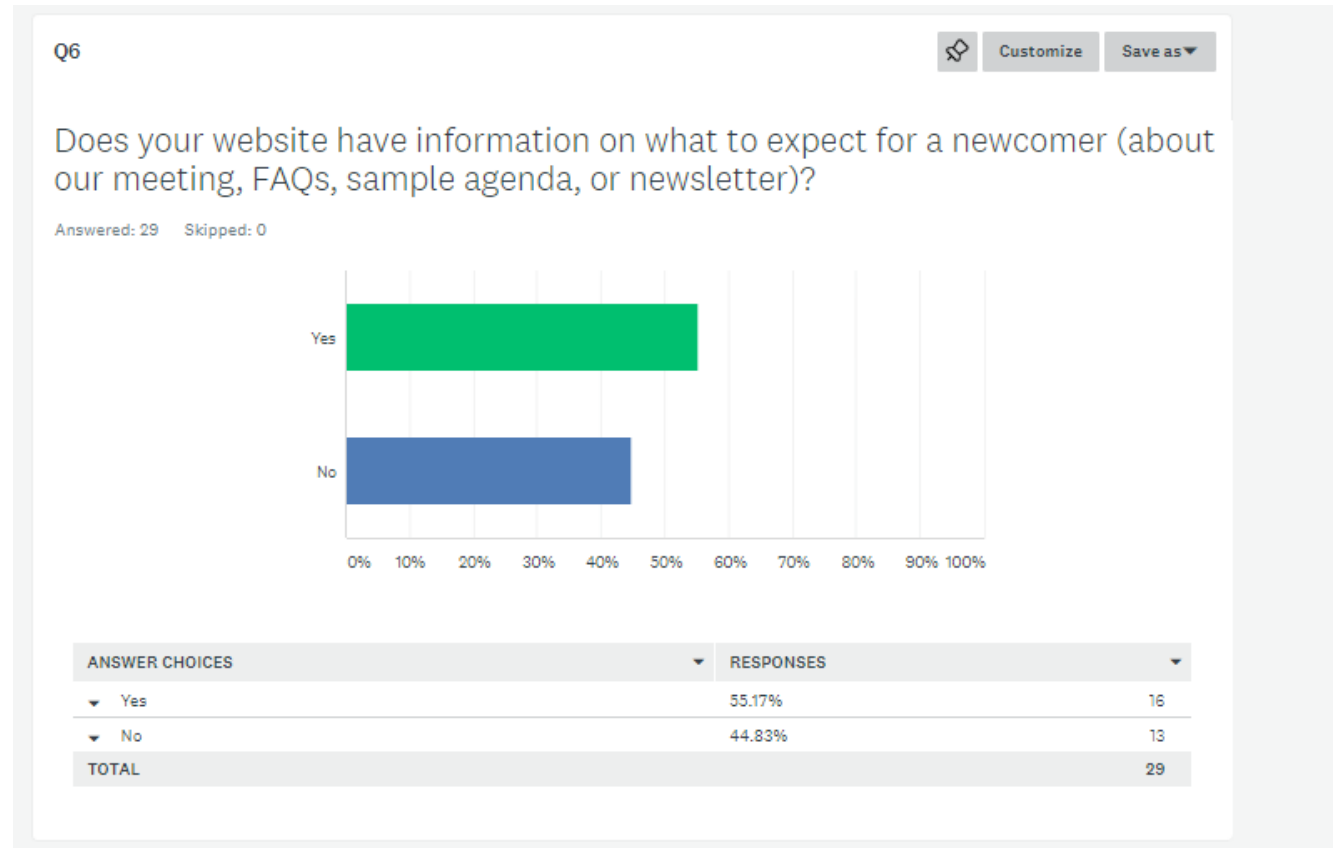


ANSWER CHOICES	RESPONSES
Yes	58.62% 17
No	41.38% 12
TOTAL	29

Tip: Take advantage of the TM Intl. great content. You can copy and paste their links into your site, Facebook and/or Twitter. You barely have to create original content!

Does your website have information on what to expect for a newcomer?

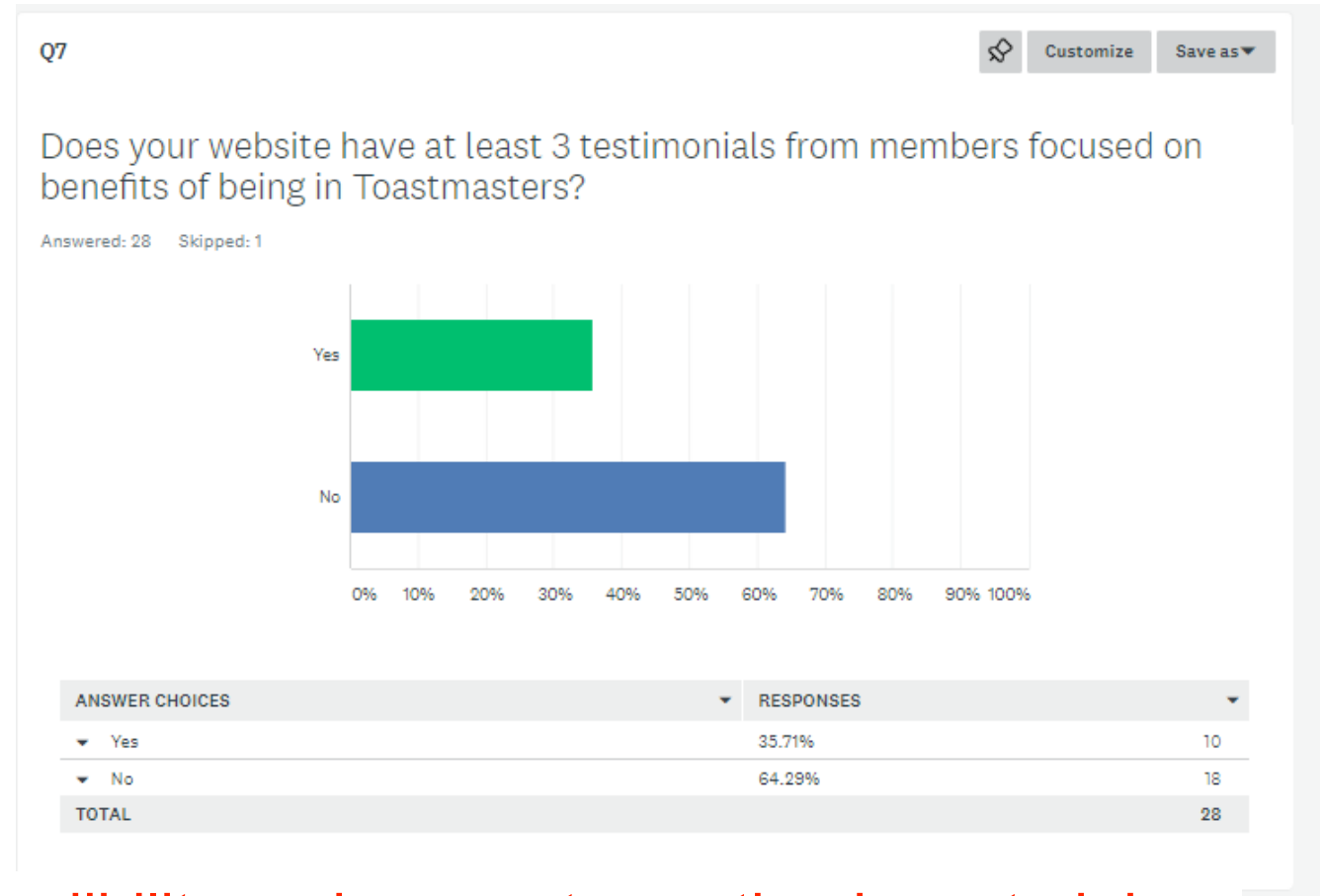
Nearly half have no information concerning what meetings are like, newsletters, FAQ



Tip: Newsletters are proven to be very effective to engage with members. There are a variety of templates from TM Intl. page that you can download and adjust it to your clubs needs.

Does your website have at least 3 testimonials from members?

Only 1/3 have 3+ testimonials from members



Tip: Testimonials help create credibility and generates enthusiasm to join a meeting. Ask members or guests to write a one or two sentence testimonial for your club.

Is your website helping you attract new members?

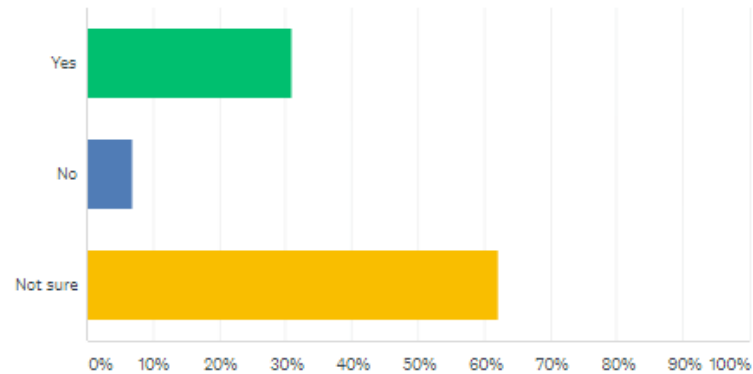
Most clubs are “not sure” if the website helps to attract new members.

Q8

Customize Save as

Is your website is helping you to attract new members?

Answered: 29 Skipped: 0

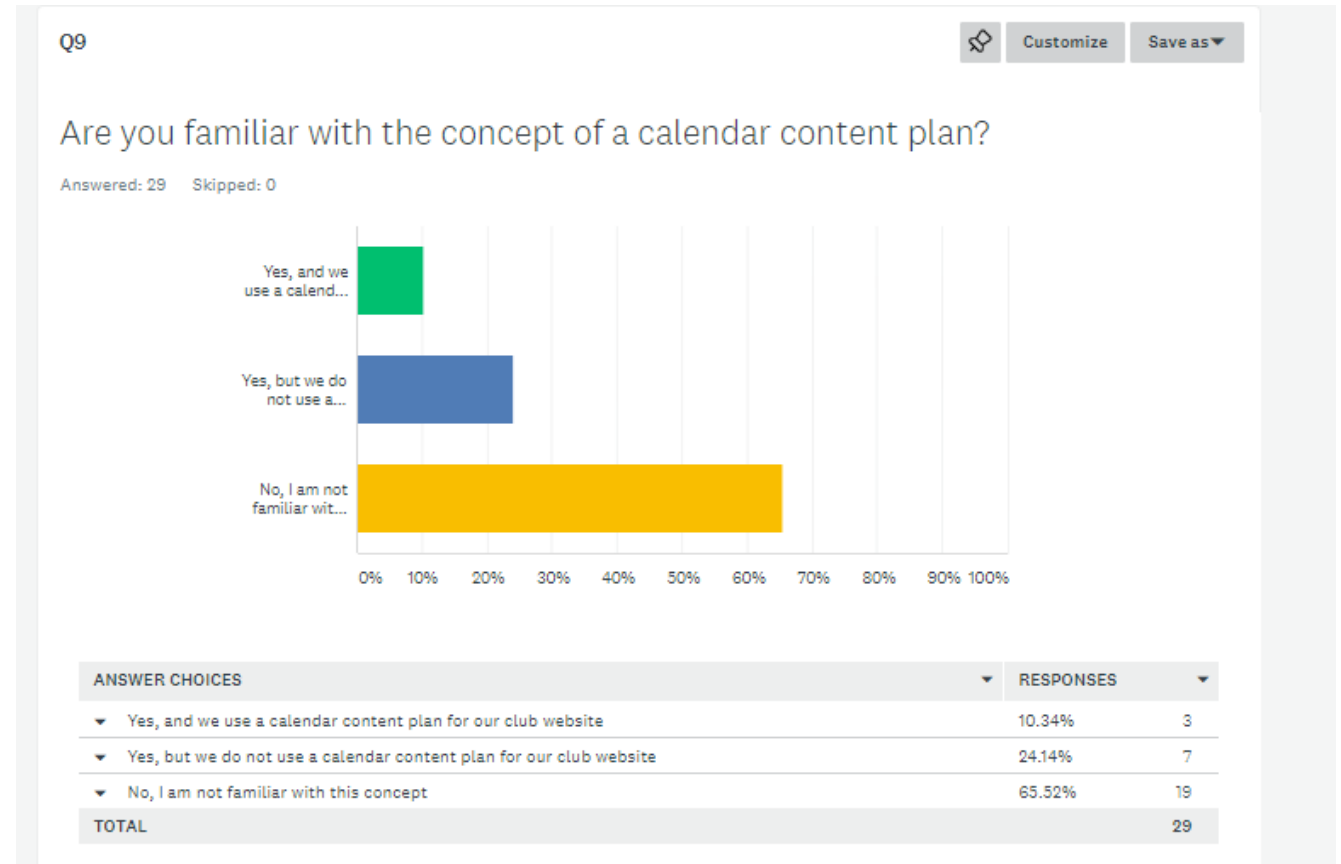


ANSWER CHOICES	RESPONSES
Yes	31.03% 9
No	6.90% 2
Not sure	62.07% 18
Total Respondents: 29	

Tip: Request feedback about your page to your members or guests. As receiving feedback from delivering a speech, adjust your online strategy to help attract members/guests effortlessly.

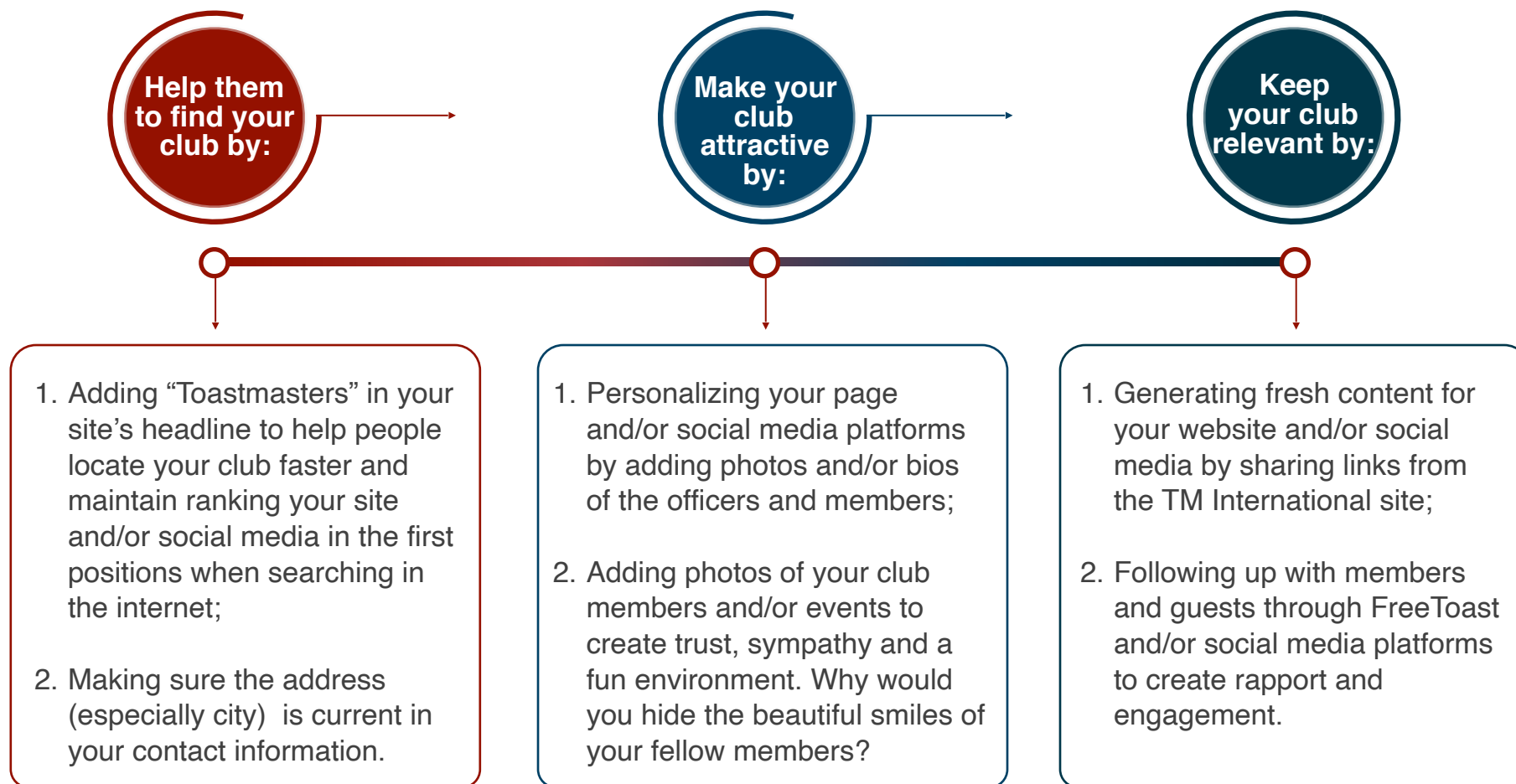
Are you familiar with the concept of a calendar plan?

Most clubs are not aware of a calendar content plan. Just over 10% of clubs actually use one.



Tip: If you want help with organizing your thoughts and remembering to post photos or information in a promptly manner, Public Relations Calendar is great tool that will help you take your online communication to the next level. You can use this template and adjust it to your club's needs.

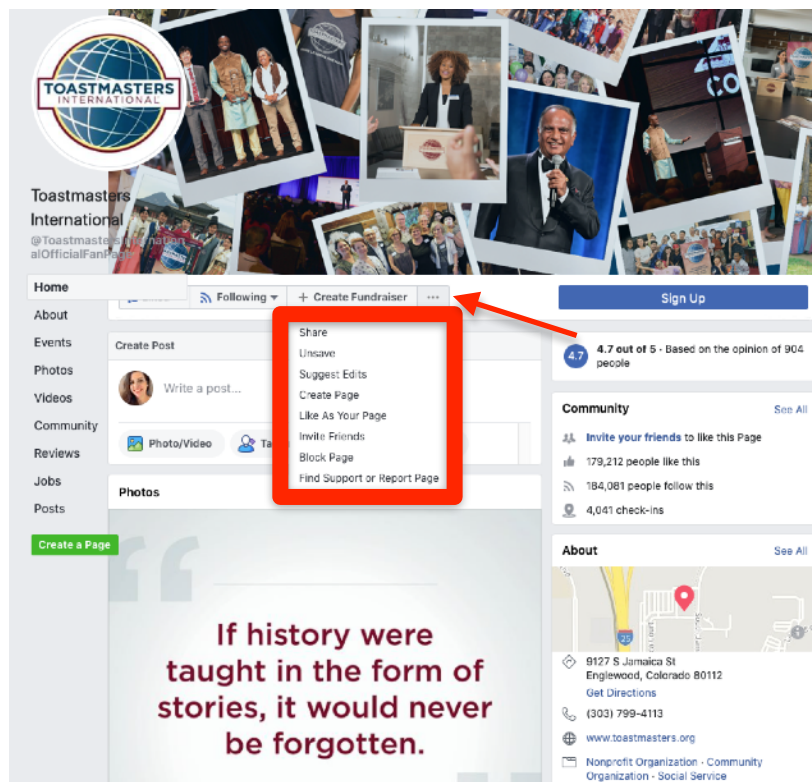
In Summary: Tips to Interact Online That Will Help Them Feel Like Communicating In Person



Sharing Your Posts In Seconds Using Social Media Platforms

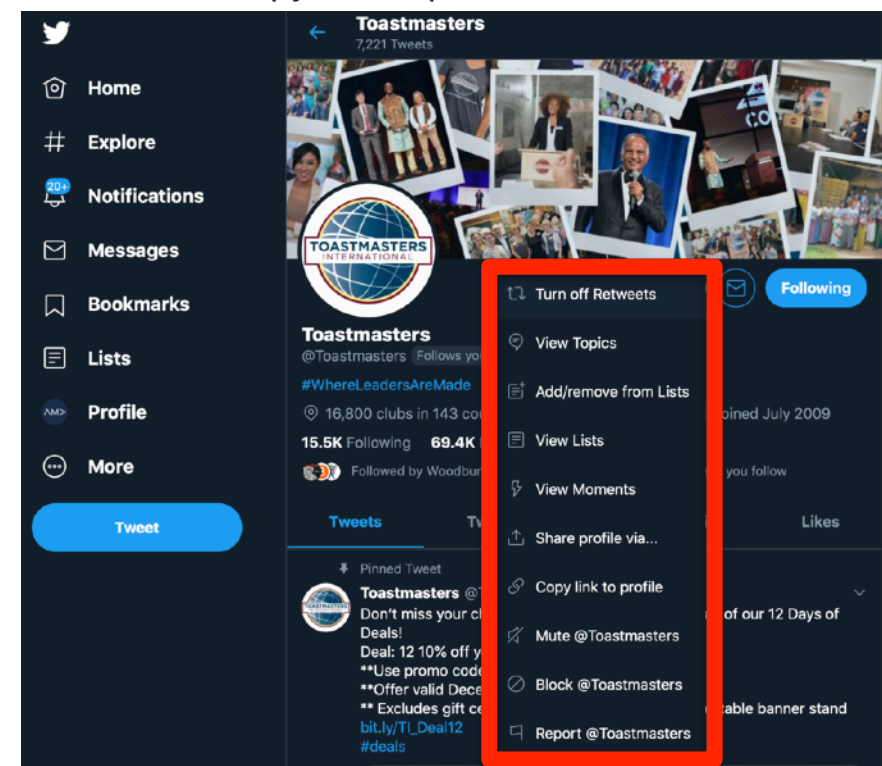
► Facebook

- ◆ Attract more traffic to your page by selecting “Invite Friends” and/or “Share”. Also, you can link the TM Intl. posts in “Create Post” to help boost your page.



► Twitter

- ◆ You may repeat/share your posts to other social media platforms when selecting “Share profile via...” and/or “Copy link to profile”.



Ready to Revamp Your Online Presence In 2020? Learn More About How FreeToast Host Works

The screenshot shows a web browser window with the URL fin.toastmastersclubs.org/agenda.html. The page title is "Facility Improvement Masters Toastmasters Club". The main content area displays a "Meeting Agenda for October 18, 2019". The agenda items are as follows:

Time	Role / Agenda Item	Member
8:00AM	Toastmaster Welcome & Opening Comment. Fill Open Roles. Introduce the Meeting Theme. Introduce Grammarian, Ah Counter, Timer, and Speech Evaluators. Each evaluator explains their role.	
	Role filled by Matthew Cutshall [X]	
8:04AM	Toastmaster Introduces Speakers	
8:25AM	Role filled by Matthew Cutshall [X]	
	Speaker #1 The first of two speakers for the meeting who give a prepared speech from one of the many Toastmasters manuals.	
	Role filled by Brian Peters [X]	
	Manual/Path: (Select a project below to also select the manual.)	

Link to: [Toolbox Tuesday: FreeToast Host](#)
by: Brian Peters

Aired on: 10/18/2019

Agenda:

- What is FreeToastHost?
- Main Menu/Welcome Page for Guests
- Members Only Section:
 1. Meeting Agendas-Plan, Email, Print

Help Your Club Grow More In 2020!

