

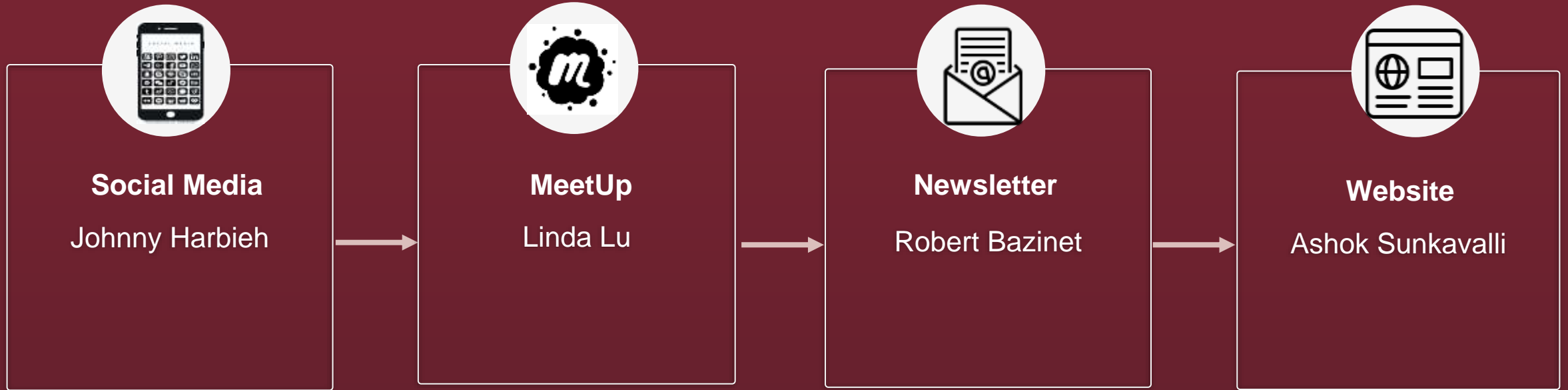


TOASTMASTERS
INTERNATIONAL

PRACTICAL PR WORKSHOP

DISTRICT 106 & 99 PRM TEAMS

Agenda



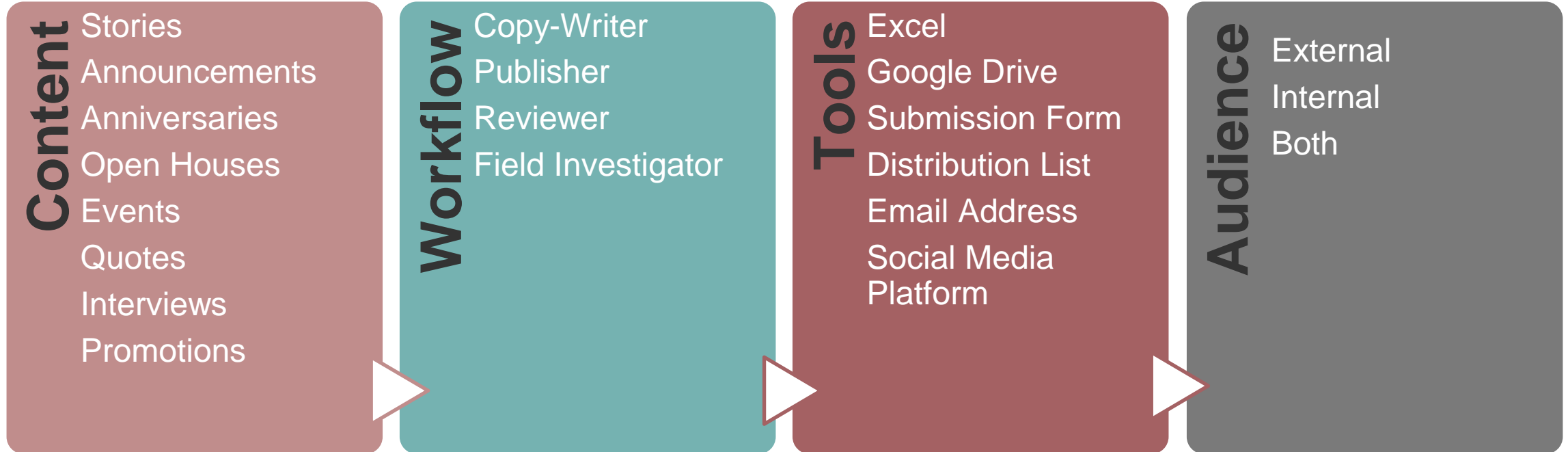


TOASTMASTERS
INTERNATIONAL

Social Media

Promote your Club and its activities

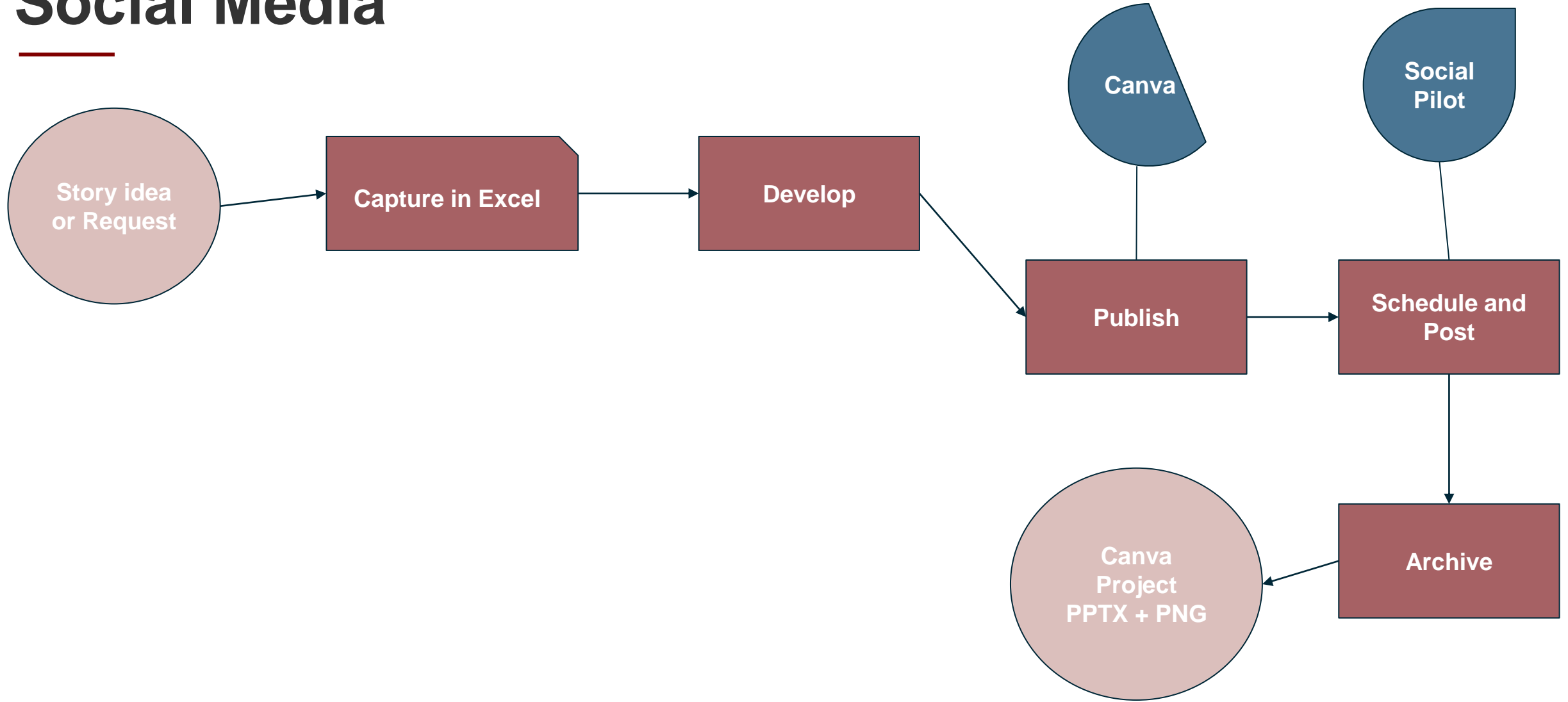
Social Media



Social Media



Social Media



Social Media




1




Posts Excel Workbook

Happy Halloween. What's your favorite costume?
--

2

Sunday Oct 30, 2022

   Are you scared of Public Speaking? Join a Toastmasters Club <https://bit.ly/3VIY5Y3>


 Oct 30, 2022 06:00 PM  Mobile Reminder 

3

Social Pilot

Save The Date ppt.

1 


2 

Social Media

1 Posts Excel Workbook

Margie
a. Podcast colors, d106 logo, publish and include in newsletter - done
b. https://share.descript.com/view/bLRKzdYZYQV

4



Introducing D106 Video Ca
The goal for this video cast
personal and professional

Oct 23, 2022 09:30 AM

4 Social Pilot

2 Riverside.fm  Descript.com

3 Canva



1 2 3

Social Media - Resources

How to Canva Pro?

<https://d106tm.org/wp-content/uploads/2023/02/How-to-sign-up-for-a-FREE-Canva-Pro-account.pdf>

501C3 document

<https://d106tm.org/wp-content/uploads/2023/02/section-501c3-determination-letter.pdf>

TI Canva Templates

<https://toastmasterscdn.azureedge.net/medias/files/brand-materials/canvatemplates.pdf>



TOASTMASTERS
INTERNATIONAL

Use Meetup for Your Club

Promote your Club and its activities

5 Steps to get your club on Meetup!

- **Step 1:** [Register for an account with Meetup.com](#)
- **Step 2:** Find the Meetup group you want to join.
- **Step 3:** Join the meetup group that fits your geography.
- **Step 4:**
 - District 99 Members contact cgd@d99tm.org or support@d99tm.org and ask to be made a meeting organizer.
 - District 106 Members contact cgd@d106tm.org and ask to be made a meeting organizer.
- **Step 5:** [Create](#) a meeting event for your club.

Meetup is a service that many groups use to advertise their gatherings. The service is accessible at <https://meetup.com>. Many Toastmasters clubs have used Meetup to successfully attract new members.

[Demo](#)





TOASTMASTERS
INTERNATIONAL

Club Newsletters

Promote your Club and its activities

Newsletter- Who? Why? What? When?

- Who will be involved in creating the club newsletter?
- Why do you need a club newsletter?
- What will you share in your club newsletter?
- When and how frequently will you send out the club newsletter?
- How will you share the newsletter?



What is the Purpose of a Club Newsletter?



The image shows the cover of the Intel Innovators Toastmasters Newsletter for April 2017. The header features the Toastmasters International logo and the title 'INTEL INNOVATORS NEWSLETTER Club News And Events'. The main content area includes a group photo of club members, a 'New Members' section with a red border listing Sameena Meer, Latha Reddy Muske, Anuhya Nagireddy, and Aviv Weinstein, a 'Member of the Month' section for Hima Naini, and a 'What You May Have Missed in March' section. A footer at the bottom encourages joining meetings every Tuesday at 12:00 PM.

TOASTMASTERS INTERNATIONAL
INTEL INNOVATORS NEWSLETTER
Club News And Events

Club # 00586504
Intel Innovators
April 2017

OFFICERS
President: Bryan Cover
VP of Education: Severin Foreman
VP of Membership: Ravi Golani
VP of PR: Anuhya Yashaswini Vishwanath
Secretary: Stanley NG
Treasurer: Arpan White
Sgt at Arms: Greg Roberts

Upcoming Dates
4/26/17 – Division C Contests, PayPal Town Hall

New Members
We are happy to announce the following new members to our club. New members bring new ideas and new interests and it is always exciting to get to know them. Please help me welcome them when you see them.

Sameena Meer
Latha Reddy Muske
Anuhya Nagireddy
Aviv Weinstein

Member of the Month
Hima Naini
Our member of the month for March is Hima Naini. Hima is a regular at most of our meetings and we see her name regularly on the schedule. Not only does she volunteer weekly for different roles, but she has also given her first prepared speech this past month and completed her Icebreaker. Hima's willingness to support the club and always help out make the club better every week. We can't wait to hear her next speech.

Hima is currently working in Product Engineering as a Serdes Validation Engineer and is a recent graduate of San Jose State University. Congrats to Hima!

A special honorable mention to Sergio for participating week after week this year.

What You May Have Missed in March
March seemed to be the month of Icebreakers. Not only did we have our Member of the Month give hers, but we also got to learn a bit about Sivatsa. (And don't worry if you don't know how to pronounce his name. Every toastmaster can suggest a couple of apps on your phone to help you). Severin also gave us a humorous speech in which he entitled, Manhattan Icebreaker: recanting an infamous trip to the Big Apple. We also were fortunate enough to have a guest speaker this month practicing her speech for the contests. She had an entertaining story reminding us all to "take care of our garden".

We had some lively table topics sessions in March as well. Severin kicked things off with a discussion for International Women's Day. We also talked about a few of our favorite things, vacations, and pi. I would also like to point out how good the jokes have been lately. Credit to Kristi, Jacquelyn, and Vinod and an extra special delivery by John. Hope to see you throughout the month of April!

Join us! Meetings Every Tuesday @ 12:00 PM

- Inspire
- Inform
- Entertain
- Motivate
- Showcase club members
- Show the community your club's personality and camaraderie



Creating Engaging Club Newsletters

Promote your club, members, and activities

Who?

Why?

What?

When?

How?



Newsletter Design Elements- Consistent Appearance



Toastmaster Brand Manual

- Templates & Design layout
- Logos
- Images
- Color palettes
- Fonts
- Banners

Newsletter Design Content Ideas



- Explore other club newsletters for ideas
- Toastmasters banner & Logo, Date
- Table of Contents (2 pages or more)
- List of Club officers and members
- Upcoming Calendar of Events
- Articles sharing knowledge (include photo)
- Showcase (awards & achievements)



Newsletter

- Toastmasters newsletter templates <https://www.toastmasters.org/resources/newsletter-template>
- Branded logo and design elements <https://www.toastmasters.org/resources/brand-portal/design-elements>
- Brand Manual <https://www.toastmasters.org/resources/brand-manual>
- Canva/Toastmasters
https://www.canva.com/design/DAEa_edwEZg/w4T1vPxx6q6CUS8_dBRaCg/view?utm_content=DAEa_edwEZg&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview
- Creating Newsletters with club membership in mind
<https://www.toastmasters.org/magazine/magazine-issues/2022/jan/design-a-newsletter>
- Professional Images <https://link.us-1.lytho.us/b/16402872552361cef4d9a-8102-46c0-8bcb-6aec8dfbf16e>



TOASTMASTERS
INTERNATIONAL

Club Websites

Promote your Club and its activities

Website

Brand Magic

Be Visible
Promote Website
with SEO techniques

How to update Online
Meeting location

What is a Brand?

A brand consists of various elements that work together to produce an organization's image and reputation, as well as the emotion it evokes in consumers.

What is a Brand?

It includes:

- Logo
- Website
- Social media posts & comments
- The way we converse
- How current & future audiences experience us

Much more than a Logo

- Promotes recognition
- Sets you apart from the competition
- Provides motivation & direction for members
- Helps audiences to know what to expect
- Represents TM promise
- Helps create clarity & focus

Be Visible

IS YOUR CLUB ~~IN~~VISIBLE?

Make sure visitors can find you

1 Register (for free) your club on Google My Business



Toastmasters Roma

Sito web Indiosaloni Salva

4.8  4 recensioni Google

Associazione e organizzazione

 Il profilo di questa attività è gestito da te

Indirizzo: Via del Serafico, 1, 00142 Roma RM

Hours: Closed · Opens 6:45PM Tue

Telefono: 06 8294 8201

Update your customers

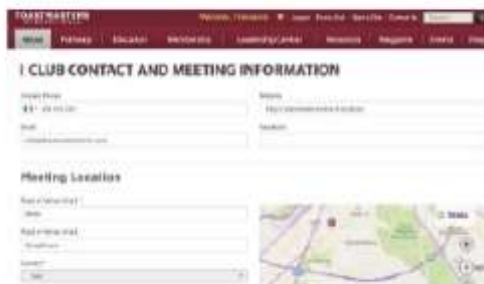
Keep your customers up to date about your business



2 Add keywords to help people find you

- TRAINING CENTER
- LEARNING CENTER
- ADULT EDUCATION SCHOOL
- CLUB
- NON PROFIT ORGANIZATION

4 Update contact details in Toastmasters website



TOASTMASTERS


Home Home > Education > Meetings > Contact Us

CLUB CONTACT AND MEETING INFORMATION

Meeting Name: Meeting Location:

Address: Phone:

Meeting Location:

Map: 

3 Enjoy top placement in Google searches and contacts from qualified searches



<http://www.toastmastersroma.com/index.php>

Home - Toastmasters Roma

What is Toastmasters Roma ... We are a group of people who want to grow TOGETHER improving their communication and leadership skills. We are part of an ...

DEMO

Links to Docs for Websites updates

<https://support.toastmastersclubs.org/doc/item/google-ranking>

https://www.marshalls.org/tmtools/files/SEO_for_Toastmasters.pdf

<https://www.toastmasterseurope.org/bevisible/>

https://www.marshalls.org/tmtools/PayPal_for_Toastmasters.pdf

<https://toastmasterscdn.azureedge.net/medias/files/department-documents/marketing-documents/702-club-marketing-guide.pdf>

<https://www.toastmasters.org/resources/brand-portal>

<https://www.toastmasters.org/Resources/Resource-Library?t=brand%20manual>

<https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations>

<https://www.toastmasters.org/resources/logos-images-and-templates>

<https://mondotimes.com/>

Q&A?

TOASTMASTERS
INTERNATIONAL

Thank You!

prm@d106tm.org

prm@d99tm.org