

# Vice President Public Relations Training Handout

For use at the 2023-2024 Division H-hosted Officer Training Sessions

The three R's are:

Role  
Responsibilities  
Resources

R1 is Role (see Club Leadership Handbook (CLH) page 26). What "p" word is repeated in the first paragraph for which how-to info is provided in the second?

Role paragraphs distilled:

- Promote the club to the community via bulletin board posters, fliers, etc.
- Announce club events and news via the media using press releases
- Ensure your club, especially if a community club, has a well-maintained Web presence. Closed corporate clubs don't need this as much, if at all.

R2 is Responsibilities (one, under the heading on CLH page 26).

Though there's one responsibility, there are a good number of ways you can promote your club, engage current members and attract new members. Review the items on pages 26 and 27. Promote your club via social media if you are not already doing so. Meetup charges a fee but has been proven a successful tool if members actively engage with it. At present, clubs can, at no cost, use the District 38 Meetup groups.



R3 is Resources.

- Officer training (as many as you can get to) to learn and to exchange ideas.
- CLH page 29 links to resources on Toastmasters International Web site.
- Who/what else? Your predecessor as club VPPR. VPPRs at other clubs (pay 'em a visit!)

## Homework assignment

1. Attend as many officer training sessions as you can.
2. Read pages 26 through 29 in the Club Leadership Handbook.
3. Check out the resources on page 29.
4. Brand your club correspondence, agenda and other documents with official T.I./club letterhead.
5. Build a media/outreach list for regular, ongoing promotion of your club.
6. Consider a PR campaign or contest.

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## Vice President Public Relations

The Vice President Public Relations promotes the club to the local community and notifies the media about the club's existence and the benefits it provides. The Vice President Public Relations promotes the club, updates web content, and safeguard the Toastmasters brand identity. It is the Vice President Public Relations' job to notify the media whenever the club does something newsworthy.

The Vice President Public Relations will write news releases, create and distribute fliers, and maintain the club's presence on the web and in the community.

### Club Constitution for clubs of Toastmasters International

#### Article VII: Duties of Officers, Section 4

#### Public Relations Opportunities

Even if the Vice President Public Relations has little or no professional experience in the field, there are many ways to increase the club's visibility to the community for little or no expense. If a local high school is hosting a speech contest for its students, arrange for a club member to volunteer as a judge and send them to the event equipped with some promotional materials. A company club can look for places to display the club's name, meeting times, and contact information. This could include the company's bulletin boards, in the break room, the intranet calendar, etc.

## Vice President Public Relations Responsibilities

### Publicize the Club

- ▶ Publicize the club's activities both internally to members and externally to various audiences through media outlets.
- ▶ Publish club meeting times and location.
- ▶ Write and distribute news releases about club activities, member achievements, and special events such as open houses.
- ▶ Maintain club presence in the local newspaper's events calendar.
- ▶ Create and update the club's social media channels such as Facebook, Twitter, LinkedIn, and Meetup. Be sure the names of the club's social network accounts are specific enough to the club so they are not confused with existing Toastmasters International accounts. Share login and password information with future officers so the sites are kept up to date.

Below are some ways to use social media to promote clubs, engage current members, and attract new members.

### LinkedIn

Network with members and share club news and information, and public speaking and leadership tips. Follow the Toastmasters International LinkedIn page or Members Group to get the latest news.

## Facebook

Publicize what is happening at the club, such as speech contests or open houses. Share pictures and videos. Tag club members to help them feel engaged. Post news and announcements, success stories, and educational achievements. Follow the Toastmasters International Fan Page or join the International Members Group for the latest news and updates.

## Twitter

Share public speaking and leadership tips. Include announcements, success stories, and educational achievements. Link posts to the club's website, news articles, or releases about the club or District.

Follow **@toastmasters** for news, helpful tips, and links to newsworthy articles about public speaking, leadership, communication, and more.

## YouTube

Attract visitors to the club by posting members' best speeches or video testimonials about Toastmasters' benefits. See what other clubs around the world are doing on the Toastmasters YouTube channel.

## Meetup

The use of active and engaged Meetup groups is an effective tool to connect with potential members. Keep in mind that it works best in highly populated areas.

## Instagram

Instagram is a great platform to promote the club visually. Photos and videos trend well and highlight club activities, events, and news.

## Keep Club Website Current

Ensure that the club's contact information is current and easy to find. Check to see that the club's listing is current on **[www.toastmasters.org/findaclub](http://www.toastmasters.org/findaclub)**.

Update the club website as necessary to include upcoming events, membership program results, speech contests, and so on.

Use the website to recognize achievements, such as education awards, speech contest winners, and Distinguished Club Program goals met.

For guidance on the club website and advertising, see **Protocol 4.0: Intellectual Property**, Sections 2 and 3, and **Policy 5.0: Toastmasters International and Other Organizations**.

## Safeguard the Toastmasters Brand, Trademarks, and Copyrights

Ensure that a consistent message is communicated from club to club in all locations by maintaining the integrity of the Toastmasters brand, trademarks, and copyrights.. This, in turn, increases understanding and global awareness of Toastmasters International. Part of the role of Vice President Public Relations is to safeguard the Toastmasters brand, trademarks, and copyrights by ensuring that all Toastmasters materials used or created by the clubs comply with appropriate copyright and trademark laws as well as the guidelines contained in the **Brand Portal** section of the Toastmasters International website. The **Trademark Use Request** and **Protocol 4.0: Intellectual Property**, Section 1: Trademarks, can also be referenced in this task.

Unauthorized use of the brand, trademarks, or copyrighted materials is prohibited. All uses not described in **Protocol 4.0: Intellectual Property**, Section 1: Trademarks, must receive prior written authorization. Each request is reviewed on a case-by-case basis and is subject to the approval of the Chief Executive Officer.

### **Trademark and Copyright Resources**

Trademark Use Request	<a href="http://www.toastmasters.org/trademarkuse">www.toastmasters.org/trademarkuse</a>
Governing documents	<a href="http://www.toastmasters.org/govdocs">www.toastmasters.org/govdocs</a>
Social Networking	<a href="http://www.toastmasters.org/socialnetworking">www.toastmasters.org/socialnetworking</a>

## **Summary of Responsibilities**

### **Before Club Meetings**

- ▶ Verify that the club's themes, and meeting times are current for the following week.
- ▶ If meeting onsite, verify the location. If meeting online, verify the meeting platform. Ensure that all information is up to date.
- ▶ Order promotional materials for distribution by members at [www.toastmasters.org/marketing](http://www.toastmasters.org/marketing).

### **Places to Post and Update Club Themes, Meeting Times, and Locations**

- ▶ Club website
- ▶ Social media channels, such as Facebook, Twitter, LinkedIn, Instagram, Meetup, and YouTube
- ▶ Online directories, such as Google My Business or Bing Places for Business
- ▶ Club and company newsletters
- ▶ Club and company event calendars
- ▶ Company intranet sites

One of the Vice President Public Relations' most significant responsibilities is to ensure access to the online meeting platform is readily available for guests.

### **During Club Meetings**

- ▶ Provide promotional materials to members for distribution at their workplace, school, social media, etc.
- ▶ Report the results of public relations efforts, bringing newspaper clippings, printouts, social media posts, and so on to share with the club.
- ▶ Announce the commencement of public relations campaigns.

## Common Scenarios Vice Presidents Public Relations Face

- Scenario:** News releases are not noticed by the media.
- Possible solutions:** Ensure releases are submitted in the appropriate format for each outlet contacted. Ensure photos are the correct size and quality.
- Identify and contact media outlets and learn their procedure for submitting news releases.
- Scenario:** There is not enough time to promote the club effectively.
- Possible solutions:** Try options that might deliver the best results for the least investment in time and resources.
- Networking in social circles is always a good approach.
- Use LinkedIn, Facebook, Twitter, Instagram, and other social media channels to keep in contact with members, and share photos and club updates.
- Delegate tasks to other club members and encourage them to help.
- Scenario:** It is difficult to know if public relations efforts are successful.
- Possible solutions:** Ask each guest how they heard about the club and keep track of the responses. Do the same for emails and phone calls from interested prospects. Spend more time and possibly more club funds on those promotional efforts that yield results.

### Vice President Public Relations Resources

<i>Let the World Know</i>	<a href="http://www.toastmasters.org/1140">www.toastmasters.org/1140</a>
Media Center	<a href="http://mediacenter.toastmasters.org">mediacenter.toastmasters.org</a>
Public Relations	<a href="http://www.toastmasters.org/publicrelations">www.toastmasters.org/publicrelations</a>
All About Toastmasters	<a href="http://www.toastmasters.org/124">www.toastmasters.org/124</a>
<i>Distinguished Club Program</i>	<a href="http://www.toastmasters.org/1111">www.toastmasters.org/1111</a>
Brand Portal	<a href="http://www.toastmasters.org/brandportal">www.toastmasters.org/brandportal</a>
Marketing Resources	<a href="http://www.toastmasters.org/marketingresources">www.toastmasters.org/marketingresources</a>
Brand	<a href="mailto:brand@toastmasters.org">brand@toastmasters.org</a>
PR	<a href="mailto:pr@toastmasters.org">pr@toastmasters.org</a>



# Evaluation

	BEGINNER	INTERMEDIATE	ADVANCED
What level of knowledge of the topic did you have prior to this session?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Indicate to what degree you agree with the following statements about this session.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
Overall, I was satisfied with the session.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will use the content to strengthen my club.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The learning objectives were met.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No
Will you implement at least one idea from this session in the next 30 days?	<input type="checkbox"/>	<input type="checkbox"/>

Write your comments about the session.

Indicate to what degree you agree that the facilitator demonstrated the following:

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
Solid knowledge of the subject matter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Excellent presentation skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Division H-hosted Club Officer Training

Session: Summer | Winter

Position: Pres. | VPE | VPM | VPPR | Sec. | Treas. | SAA Leader: \_\_\_\_\_