

VICE PRESIDENT PUBLIC RELATIONS

You promote the club to the local community and notify the media about the club's existence and the benefits it provides. You promote the club, update web content and safeguard the Toastmasters brand identity. It's your job to notify the media whenever your club does something newsworthy.

As vice president public relations, you'll find yourself writing news releases, creating and distributing fliers and maintaining the club's presence on the web and in the community.

VICE PRESIDENT PUBLIC RELATIONS RESPONSIBILITIES

Publicize the Club

You publicize your 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 your club's social network accounts are specific enough to the club so they're 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, public speaking and leadership tips.

Follow the Toastmasters International LinkedIn page or Members Group to get the latest news.

Facebook

Publicize what's happening at your club, such as speech contests or open houses. You can easily share pictures and videos. Tag members of your club 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 your club website, news articles or releases about your 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 your club by posting your members' best speeches or video testimonials about Toastmasters' benefits. Check out what other clubs around the world are doing on the Toastmasters YouTube channel.

CLUB CONSTITUTION FOR CLUBS OF TOASTMASTERS INTERNATIONAL

Article VII: Duties of Officers, Section 4

The vice president public relations is the fourth ranking club officer and is responsible for developing and directing a publicity program that informs individual members and the general public about Toastmasters International. The vice president public relations chairs the public relations committee.

PUBLIC RELATIONS OPPORTUNITIES

Though most vice presidents public relations have little or no professional experience in the field, they find that there are many ways to increase the club's visibility to the community for little or no expense. Is the local high school hosting a speech contest for its students? Arrange for a club member to volunteer as a judge and send her to the event armed with some promotional materials. If you're in a company club, look for places to display the club's name, meeting times and contact information, including the company's bulletin boards, in the break room, on the intranet calendar, etc.

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.

Keep Club Website Current

You ensure that the club's contact information is current and easy to find. You also check to see that your club's listing is current on www.toastmasters.org/findaclub.

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

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

For guidance, see *Policy and Protocol*, Protocol 4.0: Intellectual Property, Section 2. Websites.

Safeguard the Toastmasters Brand, Trademarks and Copyrights

By maintaining the integrity of the Toastmasters brand, trademarks and copyrights, you ensure that a consistent message is communicated from club to club in all locations. This, in turn, increases understanding and global awareness of Toastmasters International. Your role is to safeguard the Toastmasters brand, trademarks and copyrights by ensuring that all Toastmasters materials used or created by your club comply with appropriate copyright and trademark laws as well as the guidelines contained in the **Logos, Images and Templates** section of the Toastmasters International website. You should also reference the **Trademark Use Request** and *Policy and Protocol*, Protocol 4.0: Intellectual Property, Section 1. Trademarks.

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

Trademark and Copyright Resources

Trademark Use Request	www.toastmasters.org/trademarkuse
Governing documents	www.toastmasters.org/govdocs

SUMMARY OF RESPONSIBILITIES

Before Club Meetings

- Verify that the club's themes, meeting times and location are current for the following week.
- Order promotional materials for distribution by members at 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 and Meetup
- Online directories, such as Google My Business or Bing Places for Business
- Club and company newsletters
- Club and company event calendars
- Company intranet sites

During Club Meetings

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

COMMON SCENARIOS VICE PRESIDENTS PUBLIC RELATIONS FACE

Here are some common situations you may encounter in your role as vice president public relations and suggestions for how to resolve them. As you successfully respond to your own experiences in this role, be sure to share them with the Public Relations team at World Headquarters (pr@toastmasters.org) and the Club Quality team (clubquality@toastmasters.org).

- Scenario:** Your news releases aren't noticed by the media.
- Possible solutions:** Make sure you submit releases in the appropriate format for each outlet you contact. Ensure photos are the correct size and quality. Identify and contact media outlets to introduce yourself and learn their procedure for submitting news releases.
- Scenario:** You don't have enough time in your schedule to promote the club as much as you'd like.
- Possible solutions:** Try using the options that deliver the best results for the least investment in time and resources. Networking is always a good approach; tell everyone in your social circles. Use LinkedIn, Facebook, Twitter and other social media channels to keep in contact with members, share photos and club updates. Delegate tasks to other club members and encourage them to help.
- Scenario:** You don't know if your public relations efforts are successful.
- Possible solutions:** Ask each guest how they heard about your 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.