



Public Relations Manager Report

August 2021

Veena Vijayaraj-Kadidal is currently recruiting members for the positions of Newsletter Chair and committee members.

Team:

- Public Relations Manager: Veena Vijayaraj-Kadidal, DTM
- Social Media Chair: Dylan Beck
- Other Members: Reham Nawar, Eliza Yam, Lawana Parker, Jenna Rushing, Jean Green, Tara Abraham, Vivien Mangalindan, Tomas Vera
- District Photographer: Pending

Successes

- Newsletters for Club officers and new members
- Posts on social media (Facebook)
- Smedley Award on Facebook and Newsletter
- Met with Regional PR Team and Advisor on 08/02/2021
- Met with PR team on 08/09/2021

Challenges

- There are two District 39 LinkedIn Pages. I need to consolidate them and get them sorted out so we can start working on it again.

Next Steps

- Article on Presentation of Corporate Award for California Environmental Protection Agency (CalEPA) from Toastmasters International.
- Public Relations Masterclass training for Clubs in using Canva and branding.
- Purchase HootSuite, RIPL, or Zappier for managing Social Media Posts.
- Complete Budget.
- Complete PR Communications Plan and Marketing plan for District.
- Get a list of Communication items for the District from the District leaders that we can publicize.
- There are two LinkedIn Pages. I need to deactivate one and promote the other.
- Social Media PR Incentive: Post your Toastmasters activities on your social media channels and use the hashtags for Facebook, Twitter, Instagram, & LinkedIn.
- Reach out to TV News organizations and showcase member achievements in life with Toastmasters having helped them succeed.
- Work with Nancy to setup a password manager software like Secure Safe so all passwords are in one place and secure.
- Get access to the PR and Social media email ids.

Respectfully submitted,

Veena Vijayaraj-Kadidal
Public Relations Manager,
Toastmasters International, District 39, 2021-2022