



# District 39

## Public Relations Manager Report

### October 2021

#### Successes

- Created LinkedIn Account for District39. Please follow us on LinkedIn. Please add this to your signatures if you would like to spread the word about our district.
- Sent out multiple Newsletters for Club officers and new members, Judges training, Judges recruitment, Humorous Speech Contest.
- Created fliers for Club Coach Training, Judges training, Club Recognitions, District events, and more.
- Posts on social media (Facebook) for our internal D39 members & LinkedIn for all.
- Smedley Award on Facebook and Newsletter.
- Met with Regional PR Team and Advisor on 10/04/2021.
- Next meeting with PR team on 10/11/2021.
- District 39 signed up for Canva pilot project with Toastmasters International. We have been trained. I will be training my team and the other VPs of PR in the district.
- Meetup has been setup and Veena can help with Meetup for all clubs. Reach out to me via email.
- Video Interview spotlighting Frank Taylor was publicized – **Member for 53 years.**
- Video Interview with Seena Drapala – **SWE honoree** will be posted soon on YouTube and all social media outlets and website.
- Completed PR Communications Plan for District.
- Reached out to members to have them write success stories so we can share them on social media and LinkedIn.
- Branding all Toastmasters District events. Will soon be training VP PRs on this.

#### Steps

- Please use #D39tm in all posts related to District 39 – YouTube, Facebook, LinkedIn, and any other social media items.
- Website is being updated to move to a new platform. Webteam is working hard on it.
- Public Relations Masterclass training for Clubs in using Canva and branding, Meetup, LinkedIn, and how to advertise.
- Social Media PR Incentive: Post your Toastmasters activities on your social media channels and use the hashtags for Facebook, Twitter, Instagram, & LinkedIn.
- Once I get access to the District 39's external Facebook page, we will start publicizing on Facebook to the external world as well.
- Will purchase Texting app to let members know of events

Respectfully submitted,

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

