



Welcome!

Please silence all electronic devices.
Help yourself to snacks at any time!
WiFi Information:

Conceptualizing Club Promotion

- ▶ Identify your target audience
 - Who do you want to bring to your club?
- ▶ Think from audience's perspective
 - Why should they come?
- ▶ Give practical information
 - Avoid fluff/buzzwords
- ▶ Give specific directions
 - “Check out our club” vs. “Visit clubwebsite.org for meeting dates, times, and locations”

Online Club Marketing 101

- ▶ Club Website
 - ▶ Facebook Page
 - ▶ Meetup.com
 - ▶ General Do's and Don't's
-
- ▶ **Time permitting**, we will have a short Q&A for each section.

Your Club Website

The Cornerstone of Your Online Presence

Tune Up Your Club Website

- ▶ Homepage- 1st thing people see
 - Inviting
 - Pictures, easy to read, well-designed
 - Personalized
 - Facts about your club, information for next meeting
 - Make a quick first impression
 - Don't overload with too much information in one place
 - Make sections or separate pages

About Us!

Chartered Jun 1, 1947, St. Clair Toastmasters in Belleville, IL is among the longest-running clubs in the region. Boasting more than 70 years of excellence in helping people develop and grow into better speakers and leaders, the St. Clair Club prides ourselves on providing a supportive environment for anyone who wants to be a more confident communicator.

Our long history is confirmation of our quest for ever-improving professionalism in meeting organization and public speaking. The commitment to serve each member individually is our priority. We take great pleasure in noticing improvement among members and using constructive critiques to help individuals achieve their educational goals.



Our membership is open to the public and we invite anyone interested in the program to attend one (or more!) of our meetings.

Still have questions? Please use the Contact Us form to get in touch with one of our friendly club officers!

Next Meeting - February 1, 2018

St. Clair Toastmasters Club generally meets every 1st and 3rd Thursday of the month at 7pm. Please arrive by 6:50pm for a prompt start at 7. Click [here](#) for

New

toastmasters
stclair.org

podcast

how
to listen to

podcast.com

TOASTMASTERS

Tune Up Even More

- ▶ Meeting Information/Directions
 - Make it easy to find you!
 - Give contact phone # if possible
- ▶ Custom Pages
 - Use to give detailed information about your club, Toastmasters, etc.
 - <http://496.toastmastersclubs.org/>
- ▶ Use social media links!
- ▶ Keep all information current!

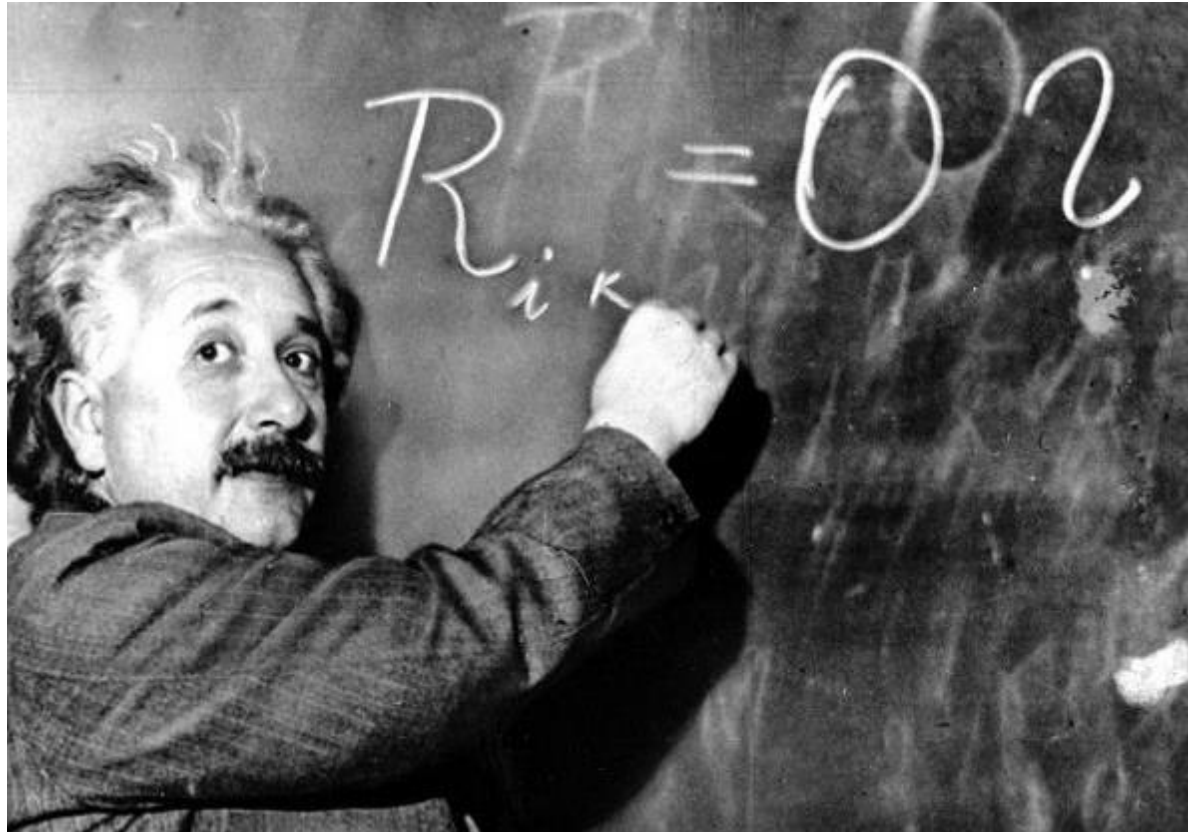


What Would Spock Google?

“public speaking Vulcan”

SEO – Search Engine Optimization

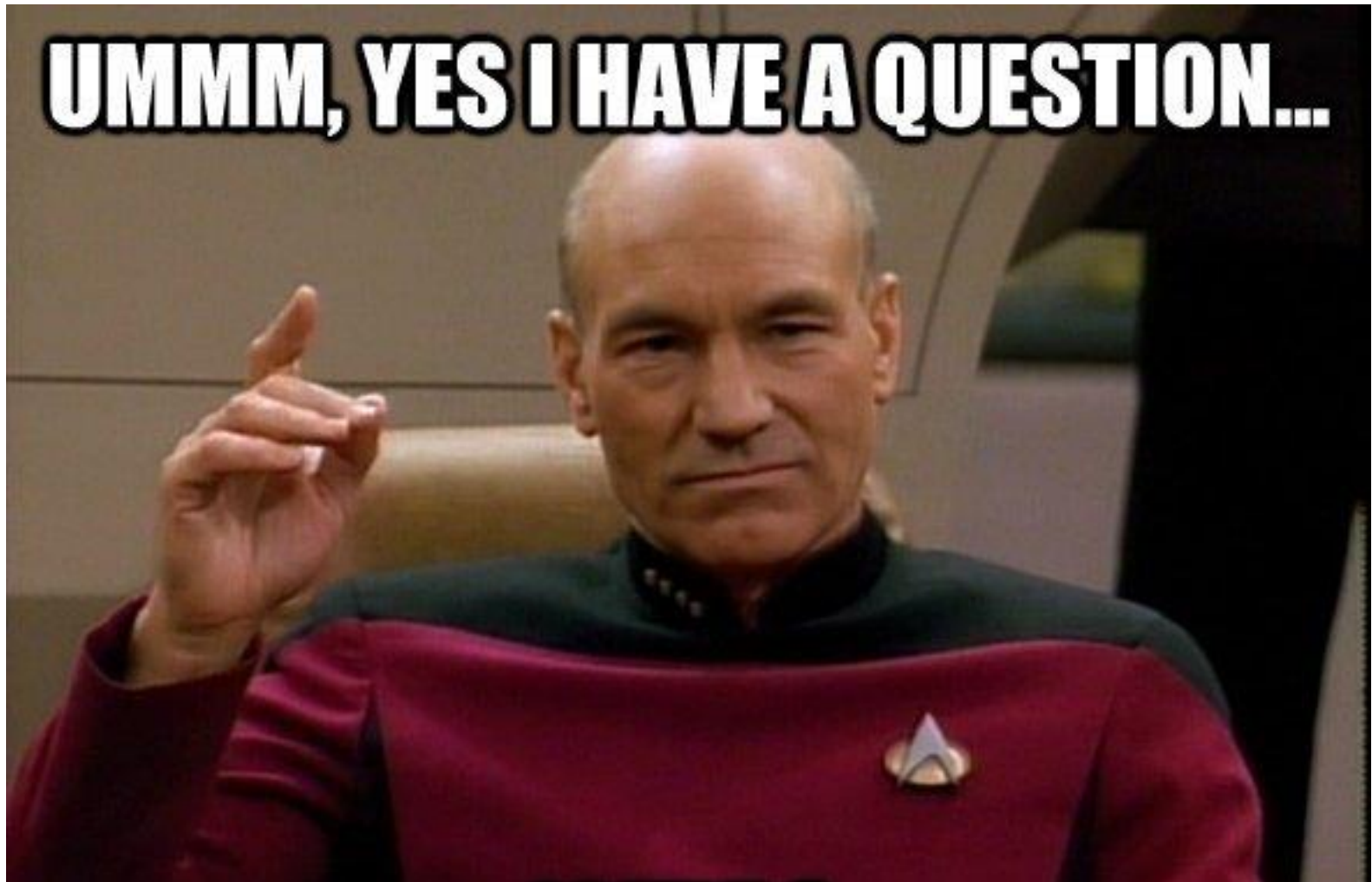
- ▶ Simple Logic!
- ▶ Checklist:
 - Keyword usage (page title, URL, content)
 - Keyword suggestions?
 - Public speaking, leadership, your location
 - Images
 - Tip- use keywords in file names
(Bob_public_speaking_award.jpg)
 - Outgoing web links



How Do I Apply the Theory?

<http://496.toastmastersclubs.org/>

Questions?



Facebook

Setting Up A Club Facebook Page

- ▶ Make a “Page”(public) not a “Group” (private)
- ▶ Same general rules as club website
 - Inviting, personalized, up-to-date
- ▶ Connect with club website
- ▶ Don't use a business layout; use “Learn More” button

About

- ▶ https://www.facebook.com/pg/StClairToastmasters/about/?ref=page_internal

Posts

- ▶ Post regularly, but **do not spam!**
 - Spam includes: Irrelevant content, generic or excessive pictures/memes, high number of posts per day
- ▶ Think before you post:
 - Is it relevant?
 - Does it serve a purpose?
 - Does it have important information?
 - Is there any reason it should not be posted?

Posts (Continued)

- ▶ Suggested posts:
 - Invitations to meetings, open houses, speech contests, special events
 - Recognition of member accomplishments
 - Induction of new members
 - Share relevant posts from members, other clubs, District, and TI
 - Fun facts, trivia, inspirational quotes

Events

- ▶ Create a Facebook event for open houses, speechcraft, speech contests, etc.
- ▶ Add a nice picture
- ▶ Give all relevant information
- ▶ Tip: Post special events to places like Eventbrite, local newspaper calendars (Post-Dispatch), local bulletin boards (Google “events in _____” to find other sites)

Other Useful Information

- ▶ Don't post in a vacuum
 - Club members should like, comment, and most importantly **share**
- ▶ Practice good internet safety sense
 - **Always** get permission to share someone's name, picture, or other information online
- ▶ Contact Facebook support for any security or technical problems
- ▶ Share with the District

Questions?



Meetup

The Basics

- ▶ Meetup.com is an online social bulletin board to help people “meet up” for shared interests
- ▶ District 8 sponsors three Meetup groups
 - Advantage of reaching people who would not look for Toastmasters
 - Leadership is committed to developing this tool and keeping it available for next three years
 - <https://www.meetup.com/Springfield-Speakers-and-Leaders/>

Why Should I Use Meetup?

- ▶ It's FREE!*
 - *For the clubs
- ▶ You can join the group and interact with potential guests
- ▶ More work for me = less work for you
- ▶ Potential to increase multi-club membership
- ▶ Reach a wider audience
- ▶ Local to your area

Sign Me Up!

- ▶ Dist8tm.org -> Resources
- ▶ Information required:
 - Club name
 - Meeting location(s)
 - Meeting times (start and end!)
 - ALL meeting dates (please!)
 - Description(s)
 - Any special instructions

Meetup FAQ's

- ▶ My club wants or already has its own Meetup group. Can we still do that?
 - Yes, with your own club funds.
- ▶ Which clubs can participate?
 - Any club in good standing that has **unrestricted membership**. Hybrid/open-corporate clubs can participate.
- ▶ Can I help in some way?
 - Yes, please!

Questions?



General Do's and Don't's

Don'ts?

Do not's?

Do-

- ▶ Use common sense
- ▶ Be consistent in your efforts long term
- ▶ Practice good internet safety
- ▶ Be considerate of people's privacy
- ▶ Be vigilant of any spam, scam attempts, or other misconduct on your pages
- ▶ Keep all content appropriate, relevant, and updated
- ▶ Follow TI's rules where applicable

Don't-

- ▶ Post things about people without their permission or against their wishes
- ▶ Post anything that may be inflammatory, offensive, insensitive, etc.
- ▶ Get involved in conversations of the above natures
- ▶ Behave in any way or post anything that reflects poorly on you, your club, or TI
- ▶ Misuse any copyrighted material from TI

Bonus Marketing Tips

- ▶ Use QR codes to connect online and offline marketing efforts
 - For example: Put a code linked to your Open House Facebook event page on the printed flyer
- ▶ The more platforms you use, the more people you reach
- ▶ Look around for free or low-cost options, but consider others if the benefit is worth the cost
- ▶ Marketing is not a one-person job, but a group effort!



Any Last Questions?