



# Public Relations Strategy

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District 8  
9/17/22

# Communications

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- **Internal**

- Email distribution
- Facebook Group District 8 Members ONLY
- District 8 Website
- Text Messaging
- Sub-committees

You can find our social media links at the top of the page on District 8's website.

- **External**

- General Public
- Private Organizations & Companies
- Media Outlets
- Speaking to groups
- Online Calendars
- Publishing Articles
- District 8 Podcast

# Public Relations Training 2022-2023

- Webinars for VPPRS (quarterly)
  - October 2022, January 2023, April 2023
- Facebook LIVE Short Presentations
- Topics focused on increasing public awareness
- Interviews with President's Distinguished Clubs and Other Leaders

# Club Recognition

- Encourage VPPR in each club to post individual accomplishments on District 8 Facebook Group.
  - Completed Level 1, 2, 3, 4, 5
  - Completed Pathway
  - Completed DTM
- Club Achievements and Milestones
  - Press Release
  - Media Distribution

# LinkedIn Group

- District 8 LinkedIn Group for all members and people interested in Toastmasters
- District 8 Club Officers Group

# Voices of District 8

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- Corporate Meetings
- Chambers of Commerce
- NAWBO
- Rotary Clubs
- Kiwanis
- Community Council
- Real Estate / Insurance
- Vision Leadership
- Other group organizations



**TOASTMASTERS**  
INTERNATIONAL®

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# Public Relations Calendar

2022-2023

# Public Relations Calendar 2022-2023

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September	October	November	December
Toastmasters Membership Movement!	District 8 Picnic 10-22	Speech Contest Rules Training	Holidays
Smedley Awards			TLI – Dec. 10



# Public Relations Calendar 2022-2023

<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>
Speech Contests (clubs)	Speech Contests (area)	Member Renewals	District 8 Conference
	Talk-Up Toastmasters Program	Division Speech Contest	District Speech Contest

# Public Relations Calendar 2022-2023

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May	June		
Beat the Clock	District 8 Awards Ceremony		

# Special Events

Relationship Building

# Networking Events

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# District 8 Open House

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# District 8 Leadership Event

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# Lunch & Learns (monthly)

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- Pathways
- Technology
- Roberts Rules of Order
- Social Media
- Speechcraft
- DTM
- Open House
- Public Relations
- Leadership
- Mentoring
- Writing Speeches

These are only suggestions and are subject to changing.



# Join the District 8 Community Engagement Team

Contact Darlene Willman, DTM

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