



District 84

Public Relations Manager Report

Responsibilities

- Coordinating Public Relations
- Maintain Communication
 - Between District and Members
 - Between District and Public
- Brand Stewardship
 - Brand Central - <https://www.toastmasters.org/resources/brand-portal>

Social Media

- Facebook - <https://www.facebook.com/toastmastersd84>
- LinkedIn - <https://www.linkedin.com/company/toastmastersd84>
- Twitter - https://twitter.com/tm_d84
- Instagram - <https://www.instagram.com/toastmastersd84/>
- YouTube - <https://www.youtube.com/channel/UCT1409vVqoggiNJ5PBF15zA>
- Meetup - <https://www.meetup.com/toastmasters-district-84/>
- District Website – Blogs – <https://toastmastersd84.org/all-news/>

Website Review

Website Versus Social Media

Website

**Promote Overall District
Timeless
Controlled Message**

VS.

Social Media

**Promote District and Clubs
Timely
Anyone Can Comment**

Homework - Prizes

- Check your Division, Area, or Program
- Comments or corrections
- Provide a Testimonial from a member
- Use the Website Feedback – Either Form
- Next Sunday (August 7)

