

# Digital PR in Action: Amplifying Your Toastmasters Club

**Purpose:** Equip Vice Presidents of Public Relations (VPPRs) with practical strategies and tools to promote their Toastmasters club using digital platforms effectively.

## Why Digital PR Matters

- **Reach:** Connect with a broader audience beyond local networks.
- **Engagement:** Build excitement with compelling visuals and stories.
- **Impact:** Drive guest attendance and member retention through consistent messaging.

## Key Digital Platforms for Toastmasters

1. **FreeToastHost Website:** Your club's digital home; update with meeting details, testimonials, and photos.
2. **Social Media:**
  - **Facebook/LinkedIn:** Share member stories and event invites for professionals.
  - **Instagram:** Post vibrant visuals of meetings or member achievements.
  - **X:** Quick updates, hashtags (#Toastmasters, #PublicSpeaking), and event promotions.
3. **Email Newsletters:** Use tools like Mailchimp for monthly club updates.
4. **Github/netlify** — use AI to build site or promotion.
5. **AI Tools** - [Grok.com](https://grok.com) , [chat.deepseek.com](https://chat.deepseek.com), <https://chat.openai.com/> ||create content||

## Creating a Winning Social Media Post

**Formula:** [Engaging Hook] + [Club Benefit] + [Call to Action]

**Example:**

"Nervous about speaking in public? Join PRPRO Toastmasters to gain confidence in a fun, supportive community! RSVP for our next meeting on July 30 at 7 PM: [link]. #Toastmasters"

**Tips:**

- Use high-quality visuals (e.g., Canva.com for free templates).
- Keep posts short (50–100 words for X, 100–150 for others).
- Include a clear call to action (e.g., "RSVP now!" or "DM for details").
- Post consistently (1–2 times per week).

## Free Tools to Boost Your Digital PR

- **Canva (canva.com):** Create flyers, social media graphics, and banners.
- **Bitly (bitly.com):** Shorten links for cleaner posts.
- **Google Analytics:** Track website or event page visits (integrate with FreeToastHost).
- **Later (later.com):** Schedule social media posts for consistency.

## 3-Step Digital PR Action Plan

1. **Create Content:** Design one social media post or flyer for your next club meeting.
  - Example: Share a member testimonial with a meeting invite.
2. **Schedule & Share:** Post on one platform (e.g., X or Instagram) within 48 hours.
  - Use hashtags: #Toastmasters, #PublicSpeaking, #[YourClubName].
3. **Track Results:** Check RSVPs or guest attendance to measure impact.
  - Tip: Ask guests how they heard about your club!

## Your Action Plan

Write your 3-step plan below:

1. **Content:** \_\_\_\_\_
2. **Schedule/Share:** \_\_\_\_\_
3. **Track:** \_\_\_\_\_

## Resources

- **Toastmasters Branding:** Download logos and guidelines at toastmasters.org.
- **Canva Templates:** Search “Toastmasters” on Canva for club-specific designs.
- **District 106 Support:** Contact District PR Manager Leo Smith, DTM, for guidance.

**Challenge:** Post your first digital PR content within 48 hours and share the link with your club leadership team for feedback!