

Note about Social Platforms

The social media platform ***may compress your images*** to fit into their format. If you do not design to their specs, your images may end up very distorted and hard to read, (not an ideal user experience).

Example, Instagram

- 1080px by 1080px (Square)
- 1080px by 1350px (Portrait) and.
- 1080px by 608px (Landscape)
- ***they will compress to 600x 600***



Your original



After you post

How to Solve for Compression

- D57 Public Relations has created a template in PPT for you so that after compression, your ad looks great on social media.



Your original



After you post

What Do You Want to Express in your ad?



- Does it create awareness of the brand?
- Influence the benefits of belonging?
- Does it reflect Toastmasters mission?
- Is it emotional?
- Call to action?
- Align to the Toastmaster Brand Manual?

Desired End Result



TOASTMASTERS
INTERNATIONAL

I nailed my interview and got the job!

Thank you Toastmasters!

Discover how:
toastmasters.org/find-a-club

Friendly/encouraging image

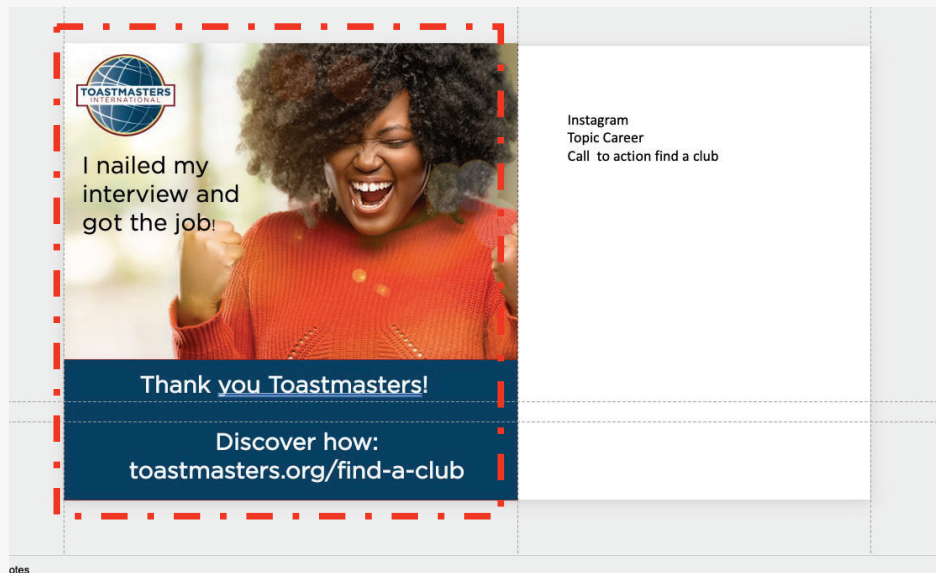
Positive Outcome (*content is king!*)

How I got the outcome

Call to action

How it is Constructed

Follow the template guides for best results



1. Before you begin:
 - Download font, and images, determine your call to action/ messaging.
2. Open the Social Template (or follow the social media platform size requirements)
3. Design your slide
 - You can use the “Crop Tool” in ppt to fit your image in the desired size.
4. Post on social



Pre-made images ready for club use

Visit toastmasters.org/ to find images you can use today to promote your club. Toastmasters has a new host (Lytho) for its Toastmasters-branded images. Access and download the images [here](#). There is also a direct link on page 20 of the 2022 version of the [Toastmasters Brand Manual](#).



Summary

- What people notice on a first impression
- How to access the brand manual
- How to download fonts/Images
- How to build an ad

Social: Facebook groups, Twitter, Instagram, LinkedIn

Contact us at prm@d26leaders.org

Understand branding and build a relationship with your target audience.

Content that directed you to District 57 has been removed and replaced with redirects to [toastmasters.org/](https://www.toastmasters.org/) or to <https://www.d26toastmasters.org/public-relations/>

The strength of the brand is how we as ambassadors use it.

Thank you

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