



Vice President Public Relations Handbook

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Used with permission and courtesy
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D57 Public Relations Manager
2021-2022 as presented
District 57 TLI - January 2022
*updated for use in D26 by Ann Hill,
PQD - January 2023*



Vice President Public Relations Handbook

Welcome

As VPs of Public Relations, we are the storytellers. We help promote Toastmasters. We are the ambassadors of the brand.

Your role: you promote your club to your community and notify the media about the Toastmasters benefits. You promote your club with your website, social media using articles and graphics. We use the Toastmaster's brand manual to align with the standards to convey a clear message and resonate with our audience.

This handbook has been created for you to be successful in your role as VP of PR. Inside this handbook is a wealth of information you can use to elevate the marketing and communication of your club. You will learn:

- How to create a PR editorial calendar
- Create and curate content
- Build graphics that align with brand and resonate with you audience
- How to use social media to help support the growth of your club.

Note: there is a lot of info in here, as this is planned for a year's term; you can use all or parts of it to fit the needs of your club.

Training Objectives

- Understand content and the role it plays in PR
- Understand and maintain a PR calendar
- Evaluate the emotional content of a message
- Leverage the power of social media
- Succession planning

Your Leadership Team

You will work closely with the President, VP Education, and the VP of Membership. The top goals you have is help grow membership, tell the story of your club, celebrate the educational achievements, such as a level, path or a Distinguished Toastmaster (DTM). Also connect with your Area and Division Director and the district leadership team--we want you to be successful in your role.

Create and Curate Content

There is a lot of great resources on branding, how to align with the colors and fonts, and look and feel of the graphic. However, with this document, you will look deeper into the content. Content is King and I want you to create messaging that will excite and influence new members to check out your club. You want to answer the following: Who, What, When, Where, & Why.



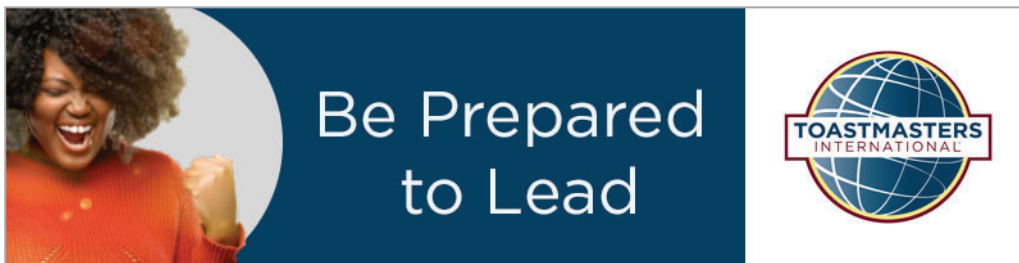
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The TLI messaging included here is Be Prepared to Lead. Let's unpack that message into separate elements. You want to answer the "value add" or "what's in it for me" in your messaging. If you know your audience, you can easily create content.

Be Prepared to Lead

- We have an action and the results, and a "so-that" statement.
- The "lead" section fits nicely in the Toastmasters branding "Where leaders are made".
- "Be prepared" tells the audience that District 26 will train you to be successful in your role.
- The graphics are from the Toastmasters International (TI) website.
- The graphic is a woman with the first up that shows the emotion of excitement.
- The Font is Gotham, the TI preferred branded font.
- With this banner, you can demonstrate what you can achieve with Toastmasters training.

With your messaging you want to show the "value-add". In this banner add, you can take "Be Prepared" and "Lead" and subset those into additional messaging to further support your campaign.



Headline Generator

When you create articles or other items that need an eye catching heading, think of the action and value add. One way to brainstorm is to look at a headline generator. There are many headline generators on the Internet, let's take a closer look. A particular site is not being endorsed, but know these are available as a possible resource.

<https://www.title-generator.com>

<https://www.thehoth.com/headline-generator/>

- Think about the desired outcome, if you do *this*, **this is your result**, as your problem solution statement
- Numbers: many times you will see headlines with a number 3-5 (no more than 5) it's a quick way to get attention in your headline.

Key words are in bold and italics that will draw attention. If you are sending an email, be aware that your audience gets dozens every day. And, if you are a corporate club, there are work emails and could be many more. Because of this, you need a catchy headline as the "call to action" to get readers to click on the article.



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Using key words such as a “number”, “secret”, “new”, “improved” and “free” have been shown to increase click rates. Samples below.

Examples:

1. The **One Skill** that Makes Awesome Public Speakers
2. **5 ways** to solve nerves
3. The **surprising secret** to **creating confidence**
4. The **5 step** Toastmaster guide (that anyone can follow)

If you use a number more than 5, the audience may not click on it; why? They may feel intimidated, the best practice is to start small, then have a follow up article with more information.

Is it emotional?

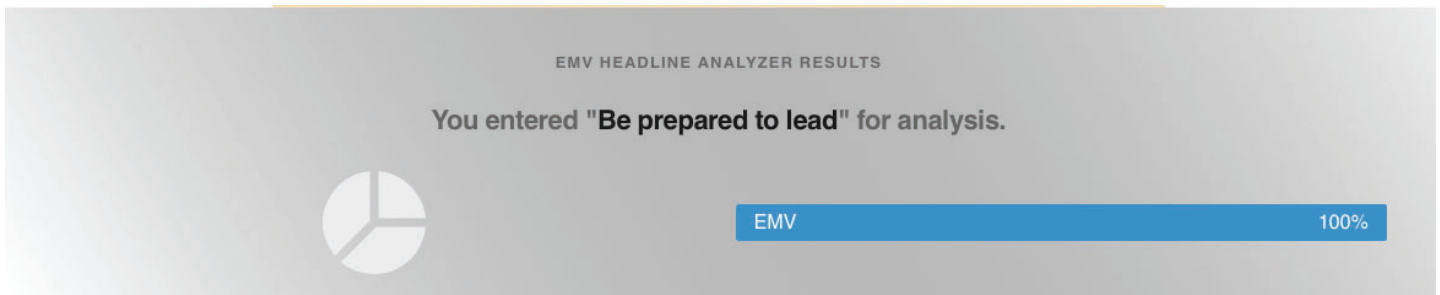
Using the numbers (“5 ways to”) is short and sweet and shows ease of use. Think about the emotional benefit. If you have someone on your team taking the Persuasive Influence path, have them review the content, they may have some great ideas!

Let’s test this phase for emotion.

<https://aminstitute.com/headline/>

Be Prepared to Lead was submitted to above site

the results are:



Per Aminstitutue:

“This score indicates that your headline has a total of 100.00% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words. For comparison, most professional copywriters' headlines will typically have 30%-40% EMV Words in their headlines.

While the overall EMV score for your headline is 100.00%, your headline also has a predominant emotion classification.

INTELLECTUAL

Your headline carries words that predominantly appeal to most people's intellectual sphere. Intellectual impact words are especially effective when your goal is to arouse curiosity, and when offering products and services that require reasoning or careful evaluation. The majority of words with emotional impact in the English language fall in



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this Intellectual category. Intellectual impact words are the most-used of all three categories, and have the broadest appeal to people in general.

Intellectual impact words are best used to attune copy and sales messages aimed at people and businesses involved in the fields of education, law, medicine, research, politics, and similar fields. While not restricted to these groups, by giving presentations which are weighted with Intellectual impact words, your clients and customers will be more positively influenced and you are more likely to attain a more favorable response.”

You want to aim for 70% + or more in your headlines. You should know your club; you're highly encouraged to test out a few headlines with your officers or members and see which ones resonate with your test audience before you go to publication.

Just as you put out your amazing article, web graphic, etc, please know that marketing studies have shown it takes about 7-8 touch points for the call to action. Let's say you are having an Open House and you want to drive registration. One email, or one graphic is not enough; you need to plan for this and post additional content to lead up to it.

As mentioned before, use 7-8 touch points. Do you read every single email, every day? Probably not; you think, I'll get to it later and you move on. You will need to send another email and a few more so that the call to action, (registration with a sense of urgency) take place. Later in this document, you will see how to plan this out.

You may be thinking: this sounds great, but I have a job, family etc, how can I do it all? This could be a lot of work. The best practices for how to plan and set yourself up for success and hopefully make it fun for you will be shown.

Think about your audience, if you are a corporate club, and you are targeting HR, write about what's important to them. You may consider “I can build a high performing team.” With that statement you can build upon a lot of the benefits in Toastmasters: Accountability, Personal Responsibility, and tie in what you will learn on a L5 high performing leadership project. There are TONS of great content on the TI website.

Your Unique Selling Position

Each club is unique. Think of 5 things that is special about your club. Are you are a member of a club that due to various circumstances is at an all-time low, teetering on closing? The members who are still attending understand the value of Toastmasters and no doubt want the club to continue.

Nancy Moscardini was a member of such a club. She said, "I went back to the basics, I re-vamped the communications and re-established that my club is a safe space and an encouraging place to practice public speaking. Using strong communications, consistency, frequency, trying out new ideas such as giving a certificate for best Table Topics, word got out, and we started to grow. In one year, my Talk and Thrive club went from 8 members to 20 members and for the first time in the 8 year history received Select Distinguished from Toastmaster's International. We grew our internal social media community, from 13 to over 100+."




Using TI's Content to your Advantage

A look at Pathways Core Competencies

<https://www.toastmasters.org/resources/paths-and-core-competencies>

The Pathways doc is filled with launching points for your communications. Let's take a closer look.



Mastering Fundamentals

- *Ice Breaker*
- *Writing a Speech with Purpose*
- *Introduction to Vocal Variety and Body Language*
- *Evaluation and Feedback*

You can create content about the Ice Breaker speech. The first speech can be very intimidating for a new member. Does your club have a mentor program? This is a great selling point, advertise new members will be partnered with a senior Toastmaster that will help guide new members on their first 3 speeches. Then create a campaign about each level, the content in this document can help you curate content!

There is great content on the TI site, use these pages to create content.

<https://www.toastmasters.org/about/our-mission>

<https://www.toastmasters.org/pathways-overview>

*Consider your audience, what matters to them? Then curate content that matters.

If you are targeting a company, look to HR or training and build content that connects with the values of the company: build leadership skills, **affordable** training, build high-performing teams, learn how to influence cross functional teams, best place to work –create content so they are the hero of the story. The call to action is to bring new members to you. Managers may have a goal to create a professional development for their team. Toastmasters is a great solution! The outcome could be for new members, create a Speechcraft program or start a new club. Did you know D26 has great incentives for club growth? Check it out and be the spark of a new club.

As you build out your library of content, when you need to create something quickly, you have source material ready to go. Which of these speak out to you? Pick 2 and create 3 headlines each.



Improve your public speaking skills



Build leadership skills



Maximize your potential



Enjoy unlimited personal growth



Work on networking in a small and supportive environment



Practice writing speeches and presenting in a group setting



Gain a competitive advantage in the workplace



Build self-confidence and self-awareness



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Branding

As you build out your content, make sure you align to the Toastmasters Branding guidelines, they are the experts to help you with the right info to elevate the look and feel and help promote the brand. Branding helps strengthen our relationship with the audience to reflect the core attributes of our organization's personality.

Toastmasters Brand Portal

<https://www.toastmasters.org/resources/brand-portal>

Brand Manual

<https://www.toastmasters.org/Resources/Resource-Library?t=brand%20manual>

There is an intro to branding deck called: Branding the first impression social for your club you can find the deck here. <https://www.d26toastmasters.org/public-relations/>

District Support

District 26 has a website that is there to support your growth. <https://d26toastmasters.org>
The public relations page is new for 2021 and has been expanding to support VPPRs with pre-made graphics, templates, videos and podcasting pages.

<https://www.d26toastmasters.org/public-relations>

Did you know that that we have pre-made graphics for you already created and ready to download for club to use? The copy on the ads are high level so you can add your club's info in the copy area of your post for social media.

What if you want to create your own graphics? We have resources to help! The D26 Social Media template in PowerPoint is a slide deck you can download and customize to your club, the ads are formatted for most social media sizes, (Facebook, Twitter, LinkedIn, Instagram) The colors and fonts are aligned with the Toastmaster brand manual. Once you have created your ad, save as a picture and post!

Note: Each social media channel has its own height and width and size requirements. A Facebook ad may not fit on Instagram as the pixel size is 1080px by 1080px. The best practice is to create a template for each social media channel.

Note that District 91 has created some exciting ad templates on their site. You can view them, [here](#).