

Vice President of Public Relations

- Brand Portal www.toastmasters.org/brandportal
- Let the World Know (item 1140) www.toastmasters.org/1140
- M/PR Newsletter www.toastmasters.org/MPRNewsletter
- Media Center www.toastmasters.org/MediaCenter
- PR Corner www.toastmasters.org/PRCorner
- All About Toastmasters (item 124) www.toastmasters.org/124
- Distinguished Club and Success Plan (item 111) www.toastmasters.org/111
- Marketing Resources www.toastmasters.org/MarketingResources

Key Sites

- **Facebook.com** Keyword Search: The Official Toastmasters International Members Group
(Open to Toastmasters International members only)
Keyword Search: The Official Toastmasters International Group
(Open to members and non-members)
- **LinkedIn.com** Keyword Search: The Official Toastmasters International Members Group
(Open to Toastmasters International members only)
Keyword Search: The Official Toastmasters International Group
(Open to members and non-members)
- **Twitter.com** Keyword Search: Toastmasters or d40toastmasters
Handle: @Toastmasters @d40toastmasters
- **YouTube.com** Channel Keyword Search: Toastmasters International
- **Meetup.com** (find groups in your area) Google Search “toastmasters MeetUp city”
Example: <http://www.meetup.com/Toastmasters-Clubs-of-Columbus-and-Central-Ohio>
- **Free Toast Host** www.toastmastersclubs.org/welcome (club website)
- **Turbobase.com** (focused on agendas and members)

Prior to Meetings

- Verify that the club’s themes, meeting times, and location are correct/ communicated
- Order promotional materials for distribution by members.
- Promote club via websites, newsletter, press releases

During Meetings

- Announce public relations campaigns
- Report the results of public relations efforts, bring newspaper clippings, printouts, numbers
- Announce public relations campaigns and solicit PR Committee for CL and speaking credit
- Help greet guests, share this duty with the other officers
- Officer ranking – 4, so may lead the business portion of the meeting

After/Outside of Club Meetings

- Follow up with volunteers, keep your word
- Join LinkedIn group for Toastmasters Public Relations
- Work with your club officers, attend area/division/district events
- Organize PR Committee meetings and activities
- VP Public Relations training twice a year



www.toastmasters.org

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