



Vice President Public Relations Handbook

TLI Be Prepared to Lead

Winter 2022

Nancy Moscardini

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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 but not limited to websites, 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 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, I want to look you to look to look deeper on 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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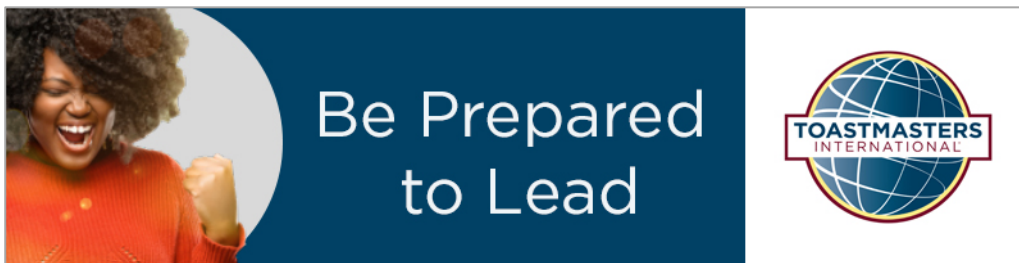
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This year our TLI messaging is Be Prepared to Lead. Let's unpack that message into separate elements. You want to answer the value add or "what's in it for me" in your messaging. If you know your audience, you can easily create content.

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 57 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 great 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. I'm not endorsing a particular site but want you to 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.

I've put in bold and italics key words that will draw attention. If you are sending an email, your audience gets dozens every day, if you are a corporate club, you have work emails and could be many more, you need a catchy headline as the call to action is 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?

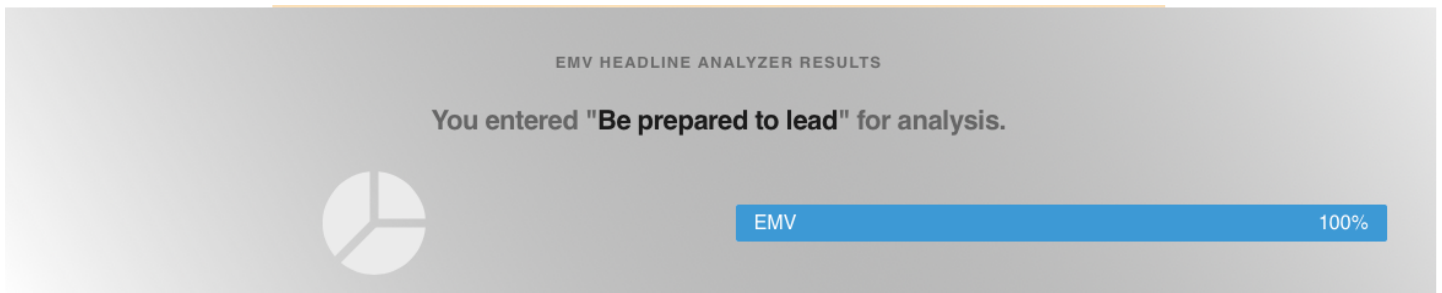
Using the numbers (“5 ways to”) is short and sweet and shows ease of use. Think about the emotional benefit. If you have someone on your team taking the Persuasive Influence path, have them review the content, they may have some great ideas!

Let's test this phase for emotion.

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

I submitted **Be Prepared to Lead**

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, and I highly encourage you 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 touchpoints 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 I mentioned before of the 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) later in this doc, how to plan this out.

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

Think about your audience, if you are a corporate club, and you are targeting HR-write about what 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, I’d like you to think of 5 things that is special about your club. When I was member of Toastmasters Talk and Thrive, due to various circumstances, membership was at an all-time low and was tittering on closing. I understood the value of Toastmasters and wanted it to continue.

I went back to the basics, I re-vamped the communications and re-established that is it’s 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 of best Table Topics, word got out, and we started to grow. In one year, we went from 8-20 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+.



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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 the 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 doc 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 in 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 an 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 D57's 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 ***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://d57tm.org/2021-2022-public-relations-support/>

District Support

District 57 has a website that is there to support your growth. <https://d57tm.org>

The public relations page is new for 2021 and has been expanding to support VP of PR's with pre-made graphics, templates, videos and podcasting pages.

<https://d57tm.org/2021-2022-public-relations-support/>

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 D57 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, Linked in, 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.

New photos are being designed and will be posted on the site throughout the year so check out this page often for new images you can use.



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Planning

Planning your year out will eliminate a lot of “fire drills” or 11th hour work for you.

Setup a spreadsheet with the following info, month, theme, target audience. Tools you will find in this document:

- Editorial calendar, a draft is provided here to help you organize and plan your campaigns.

This is a rolling calendar that you will update throughout the year. When completed you will see all that you have completed (great source for a year in review and knowledge transfer when you complete your term). If you are part of a corporate club and VP PR is part of your personal goals, you can use the calendar to showcase what you have accomplished.

Add what you know:

- open house,
- charter date, (you can find that on the TI website and use it as a birthday celebration)
- member anniversary's, create an add/photo, for 5, 10+ years.
- membership dues are due.
- Speak-a-thons or other club special events.
- District 57 events.

From those events break it down to the headline, sub head and content and your production time and back date it.

If your open house is planned for Feb 1. Have a communication go out 1x 2 a week each week leading up to the event.

1. Save the date Open House
2. What you will learn you attend- register now link
3. Key speaker ads- register now link
4. Interview members (they probably joined after attending and Open House) and write up about their journey- register now link
5. Membership Values- you could craft that to align to a community or corporate goal. - register now link
6. If a virtual event, have a 2-day, 1 day, 10 min before reminders.
7. After the event communications to the guests thanking them for attending. This is very important! This is a touch point most forget.



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Sample Editorial Calendar

January

Q1 Theme	headline	Content/Details	Key Messages	Target Persona	Offer/ Call to Action Send your emerging talent to {your club name}	Channel	Notes	Production dates	Approval Dates
Find your voice and make a difference Speech Contest	New year new you! Compete and cheer on your fellow toastmasters			People Managers		Email Social media channels /Employee Services			
Navigating Pathways	Top 5 things to know for success		log in, update and learn	current members					

january						2022
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN	
27 December Click to add text	28 Click to add text Save the date	29 Click to add text	30 Click to add text	31 Click to add text	1/2 January Click to add text	
3 Click to add text	4 Click to add text Benefits #1	5 Click to add text	6 Click to add text	7 Click to add text	8/9 Click to add text	
10 Click to add text	11 Click to add text Agenda Speakers	12 Click to add text	13 Click to add text	14 Click to add text	15/16 Click to add text	
17 Click to add text	18 Click to add text Benefits #2	19 Click to add text	20 Click to add text	21 Click to add text	22/23 Click to add text	
24 Click to add text	25 Click to add text Key note speakers	26 Click to add text	27 Click to add text	28 Click to add text Register Now	29/30 Click to add text	
31 Click to add text	1 February Click to add text Open House	2 Click to add text Post Communications & Thank You	3 Click to add text	4 Click to add text	5/6 Click to add text	



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After your event, communications do not end. It's a journey. You will have the buildup, once they attend get the email address from the attendees, send out a post communication to everyone. Your President may send it out, but you can help tell the story. If you have a guest that had a great Table Topic answer, then mention it in their email. The more you personalize it, the more you resonate with the audience. Don't forget a thank you note to all the speakers and those who helped with the event.

Then follow up with the guests to invite them to a regular meeting. I've found people are interested after an open house, but it takes time to convert from a guest to a member, so you need to follow up with them a few times. Usually, an Open House agenda is different from a regular meeting so they may want to attend a few of them before committing. I suggest you create follow up content that your president or VPM can use. Create it advance so that you do not get that call at 4pm on a Friday to create by 5pm.

Social Media Copy Examples

Note: Many social media channels have a way you can schedule posts by date and time. The benefit is you do not have to create and post every day or every week. Create a few at a time and schedule them to go out in advance, this is a huge time saver!

Social
media
copy

Theme	Headline	ad copy	Call to action	graphics
Member Experience	Lose the fear.	It doesn't have to be a nerve-racking experience. Deliver your next speech with the help of Toastmasters.	Find my club	D57 portal
Member Experience	Confidence calls.	Find the power within you by building your leadership and communication skills at a nearby Toastmasters club.	Find my club	
Member Experience	Butterflies no more.	Your meeting nerves will be under control, thanks to Toastmasters.	Find my club	
Member Experience	You. In focus.	Advance your career and achieve personal growth by becoming a member of Toastmasters International.	Find my club	
Member Experience	Lose the "ahs" and "ums." Breathe.	Drop the filler words and gain control of your nerves. Your leadership skills await at Toastmasters International.	Find my club	
Member Experience	Smile.	Your next presentation will captivate them, thanks to Toastmasters.	Find my club	
Member Experience	Deliver.	Your next presentation will captivate them, thanks to Toastmasters.	Find my club	
Member Experience	Step up. Snap them out of boredom. Breathe. Smile.	Worried they may not be interested in what you have to say? Bore them no more by joining Toastmasters today	Find my club	
Member Experience	Inspire them.	Your next presentation will captivate them, thanks to Toastmasters.	Find my club	
Member Experience				
Be Prepared to Lead	I'm prepared to lead.	I have the training I need to be an influential communicator and leader, Thank you Toastmasters	Join today- find a club	



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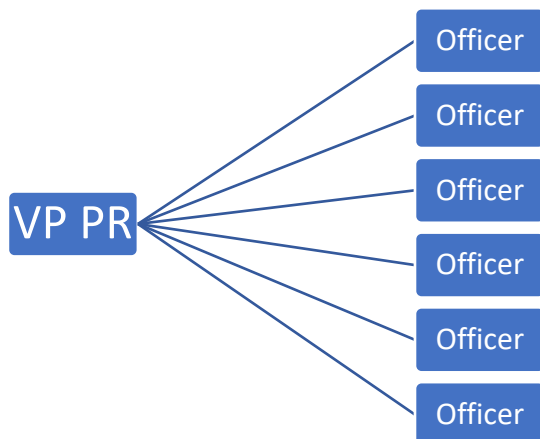
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Member Experience	Best investment in myself	Toastmasters provides the training I need to excel in my career.	
Member Experience	I'm a confident leader	The Pathways Education program gives me the projects I need to apply my communication and leadership skills, Thank you Toastmasters.	
Member Experience	I'm a confident presenter	Thanks to Toastmasters I can present online with confidence.	Find my club
Member Experience	Excel in an interview	Pathways projects helped grow my leadership skills. In an interview, I'm confident to share examples how I solve problems.	Find my club
Member Experience	I'm ready to mentor.	I've learned active listening and can provide effective feedback for growth.	Find my club
Corporate Benefits	Develop high performing teams.	Toastmasters is a cost effective leadership and communication program that delivers. Budget now for 2022 and start a club today.	Find my club
Corporate Benefits	Develop high performing teams.	Which one is right for your team? Persuasive Influence, Strategic Partnership, Presentation Mastery? With over 11 paths where do you want your team to lead?	Contact Ed@D57tm.org

As you build the content, and you have created the graphics, get ready to publish. On social, have each team member to link, comment and share. If you have every member of your team share, it will build momentum. Tell your members when it will go out so they can share, quickly.





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Don't forget to bring in your membership so they can help spread the word. An Open House is a great L4 project. Bring in some members to help you promote the Open House.

Do you know about Meetup? D57 has a vibrant Meet up community, contact News@d57tm.org to set up your account and use Meetup to promote your Open House.

Membership Communications

Your VP of Membership is a great partner, you may be asked to help craft communications for a new member. Create some of these in advance you can find sample templates on the TI site.

Press Releases

There are templates on Toastmasters International to help guide you creating a press release, before you publish, connect with the PR team at News@D57tm.org so they can submit to the district leadership for awareness, and help support the work with a quote or additional content.

Resources

- Toastmasters <https://www.toastmasters.org/about/all-about-toastmasters>
- District 57 <https://d57tm.org/>
- District 57 has many social media accounts: Twitter, Instagram, LinkedIn and Facebook. The Facebook group <https://www.facebook.com/groups/D57Toastmasters> is a great place to get news, events in between our monthly newsletters. If you have not joined, please do!
- Let the World Know Handbook <https://www.toastmasters.org/~media/4961f7be4b244a12a39426d0c9193cd1.ashx>
- Brand Manual <https://www.toastmasters.org/Resources/Resource-Library?t=brand%20manual>
- Public Relations Resources <https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations>
- Logo, Images, and Templates <https://www.toastmasters.org/resources/logos-images-and-templates>
- Sample News Releases <https://www.toastmasters.org/leadership-central/club-officer-tools/club-officer-roles/public-relations/sample-news-releases>
- Toastmasters Media Center <https://mediacenter.toastmasters.org/>

Personal picks:

- Content Marketing Institute: <https://contentmarketinginstitute.com>
- App: Digital Marketing Tools Magazine, Check out your local app store



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Succession Planning

There will be a time to hand the responsibility over to someone else. As you conclude your term, it's up to you to setup a successful transfer of knowledge. This includes passwords to any sites, training, and any job aids. During your term, create your own job aids of best practices so that your transfer is smooth and complete. A few months before your term ends, start looking for your replacement, see if anyone is interested and have them shadow you. This is also a great mentor or coaching project.

Want to grow on a larger scale? Consider supporting District 57 by helping the Public Relations team or consider the PR Manager role! It's a great opportunity to support the PR efforts on a large scale. D57 has multiple social media channels, a monthly newsletter, a newsletter contest, connect with VP if PR in the region, a robust website, lead a team of awesome volunteers and more!

I hope you found value in this training and wish you the best as Vice President of PR for your club.

All the best,

Nancy Moscardini

District 57 Public Relations Manager

News@D57tm.org