



Public Relations Manager First 7 Months Report for District Council – April 2024

Submitted by	Yonela Motloung
Purpose of the Role	Leading the marketing activities across Southern Africa to ensure brand visibility, support for club growth and the Toastmasters education program

This report details activities undertaken by the office of the Public Relations Manager since the handover period in June 2023 to date.

Media engagements

Key highlight: Extensive Media coverage through National TV, Regional Radio and Social Media

In the second quarter of our term, we have focused on regional impact and brand awareness driven by the Toastmasters weeks held across the region. We had representation in the following TV & radio stations: Eswatini Radio, Skyz Metro FM in Zimbabwe, ZBC TV Zimbabwe, Zi FM Zimbabwe, NR TV Zimbabwe, Hot FM Zambia, Power FM Zambia, Diamond Television and many more local radio stations. We have also run successful year end extravaganzas where hundreds of Toastmasters members around the region got together to connect and celebrate the gift of Toastmasters!

Empowering Brand Ambassadors across the Southern Africa Region

Our intent is to create sharp, capable & driven PR managers for all our clubs in the region. This is why we started the **PR academy** which aims to do just this. Through classes taking place on the last Friday of each month, we have covered 4 topics so far:

- 1) *What my role as a VPPR is all about*
- 2) *Effective design principles*
- 3) *Social media set up*
- 4) *Leveraging social networks for your club*

In each of these sessions, we've had engaging conversations that have helped a lot of our members to get better as VPPR's. With the sessions being recorded, even those who weren't able to attend, are given a chance to engage with the material.

Program Quality & Club Growth Support

In the second quarter of the Toastmasters year, we intensified advertising training opportunities in order to ensure that club officers are empowered. Even though in progress, we've had an impactful start to the talk up Toastmasters campaign which is quite crucial at this point in driving membership.

Achieving Excellence Podcast

We did some analytics on the magazine and its readership. The numbers were not so great and so this opened up an opportunity for us to think differently. With the help of amazing leaders in the region, we are going to launch the Achieving Excellence podcast as way of keeping information easy on the ear and for people to easily engage with it. This will help a lot of leaders in Toastmasters who want to brunch out to more public spaces. It will be used as a training ground for our members.

Social Media

Social media is our key form of advertising to people outside Toastmasters as well as communicate with internal stakeholders. In light of this, we appointed a social media lead to ensure that we are present in all the key platforms. We've had a good run particularly on LinkedIn, where professionals are predominantly found.

Facebook group has grown to 8.5k in the last 5 months from 8k in Aug'23

Linkedin: +148 followers in past 90 days

Instagram: +21.1% account engagements with followers growing by 0.8%

Streamlining of WhatsApp group communication

Since we've reorganized our WhatsApp groups into 1 community, the ***Toastmasters Southern Africa community***, we've seen more and more member joining. The membership on this platform now sits 1 543. We continue to create awareness of this platform as it makes life easier in terms of communication.

Opportunities in the next 4 months

- 1) Our website is in the progress of being updated. The process has been challenging and we have had to find many work-arounds. We are confident that by the end of the term, all the updates will be done
- 2) We started with a lot of divisional support from a PR perspective. Unfortunately people have dropped of due to other commitments and this has led to many of the tasks being done by only a handful of people. We continue to invite people to join the space and support the district