

District 91 - Toastmasters PR Vehicles



Websites:

- **D91 Member website:** <http://d91.toastmasters.org.uk>
Key resource for information and district and club news
- **UK & Ireland (D91 & D71):** <http://toastmasters.org.uk>
External marketing site for the general public
- **easySpeak:** <http://toastmasterclub.org>
Free club website hosting

Facebook:

Current:

- **UK & Ireland:** www.facebook.com/toastmastersuki
- **Division J:** www.facebook.com/pages/Division-J/239836252702330?ref=hl
- **Division B/K/L:** www.facebook.com/londontoastmasters
- **London Toastmasters Learning Community:** (*under-utilised*)
www.facebook.com/groups/529084613805137
- Various Club and Area Pages e.g. www.facebook.com/area34London

****Like pages, join groups, contribute, tag photos - keep in touch with what's going on and help spread the word!****

Out of date Facebook pages:

- **Division H:** www.facebook.com/DivisionHD71
- Many clubs have social pages that are inactive

Twitter:

- **UK & Ireland:** @ToastmastersUKI twitter.com/ToastmastersUKI
- **London Toastmasters** @LDNToastmasters twitter.com/LDNToastmasters
- Various Club Twitter accounts

LinkedIn:

- **UK & Ireland:** www.linkedin.com/groups?gid=37698
- Various Clubs

MeetUp:

- Many clubs use MeetUp very successfully to attract visitors

Blogs:

- **Division H:** www.divisionhblog.wordpress.com (*inactive*)
- **Division J:** www.divisionj.co.uk (*inactive*)
- **Division B/K/L:** www.thelondonspeaker.com

****Remember to send any successful news campaigns to the D91 PR Manager for addition to D91 website/social media****

****Are clubs, area, division websites & social media up to date & active?****

If not bring to the attention of the club committee,
particularly the VP PR, and yourselves!

KIS - simple is best

- ensure our media presence represents every club and the wider organisation well
 - link to D91 website / social media

The **PR corner on WHQ** (and the **Club Leadership Handbook**) has key links to Club PR materials and information including logos and guidance

www.toastmasters.org/Members/PRCorner.aspx

There are very clear guidelines on using the Toastmasters International brand.

Designs for non-standard items need to be checked with World HQ

- this is easy to do using the [Trademark Use Request](#) Form