Toastmasters PR

Where to Start

- Toastmasters PR Central
- Let the World Know
- Toastmasters' Branding Manual

Offline

1. **Guest Packets (Easy 🟢)**
    - Toastmasters.org offers pre-made Guest Packets ($2.50/packet)
    - Include: Membership Application, Ice Breaker, Brochures, and any relevant club information.
2. **Leverage Guest's emails (Easy 🟢)**
    - Follow up with a thank you for joining meeting
3. **Fliers (Easy 🟢)**
    - Toastmasters' Marketing Templates
    - Leverage fellow club members to hang fliers at local cafés, gyms, etc.
4. **Newsletters (Medium 🟡)**
    - Submit your event's information to local newsletters
    - Create your own newsletter to email blast to current and guest members
5. **Events (Hard 🔴)**
    - Bring a friend day
    - Host an Open House
    - Bring and advertise a guest speaker
    - Host a community-based program
        i. Host a Speechcraft
        ii. Host a Youth Leadership Program
    - Participate in local community days

Online

There are five (5) main upstream sites for Toastmasterclubs.org: Google, Toastmasters.org, Facebook, YouTube, and Meetup.com.

How Users are Navigating to Toastmasterclubs.org

Upstream Sites

Which sites did people visit immediately before this site?

Site	Percent of Unique Visits
1. google.com	32.5%
2. toastmasters.org	15.6%
3. facebook.com	5.2%
4. youtube.com	2.0%
5. meetup.com	1.6%

Source: Alexa.com for Toastmastersclubs.org

Step 1 (Easy ●): Confirm your club's information is accurate on Toastmasters.org.

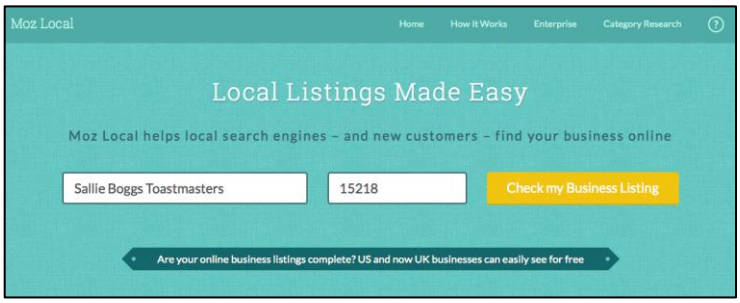
Step 2 (Easy ●): Update online local listings with data aggregators, to appear in Google local search.

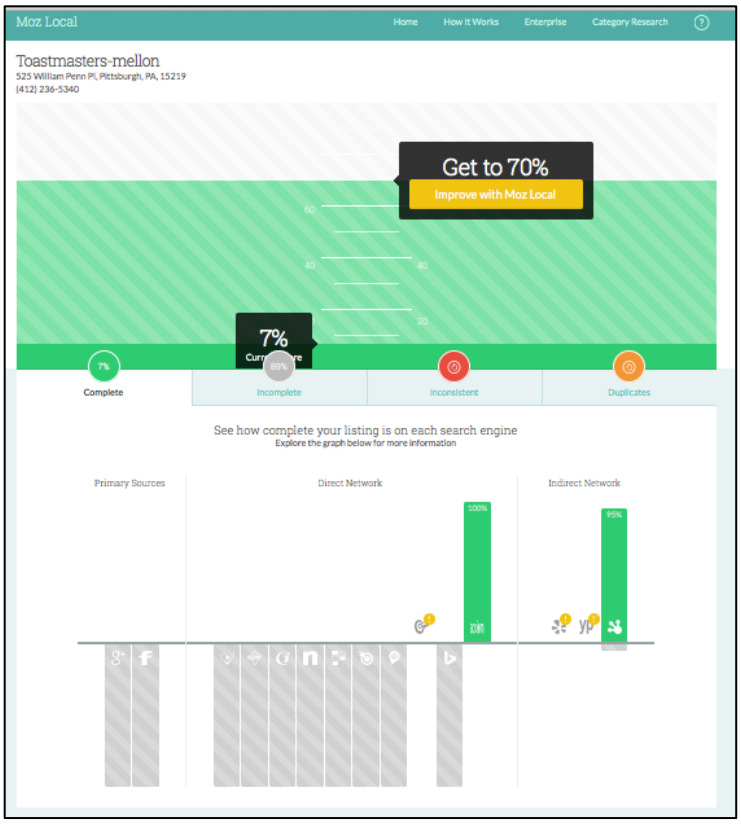
Top Local Data Aggregators

1. Google Places for Business
2. Bing Business Portal
3. Infogroup
4. Neustar Localeze
5. Yelp for Business Owners
6. Best of the Web Local
7. Here PrimePlaces
8. Hotfrog
9. Yellow Pages
10. Superpages
11. Citygrid Media
12. Foursquare
13. Factual
14. Acxiom

⚠ **CAUTION:** All local listings must be consistent!! ⚠

💡 **TIP:** Use Moz.com/local to find opportunities to improve your local listing data.





Source: Moz.com/local shows how local listing data can be improved

Step 3 (Medium ●): Consider launching social profiles for Facebook, LinkedIn, or Meetup.com (note: Meetup.com Groups cost ~$10/Month). See Appendix 1 for ideas for social media posts.

Step 4 (Medium ●): Consider having members review club Yelp (note: make sure members do this from different devices and not in the same location, otherwise Yelp will flag for review).

Step 5 (Technical ●): Have your club's web developer modify the following Schema.org code with your club's information (update the **bolded blue text**) and include in the <head> section of your website's homepage.

Information You'll Need

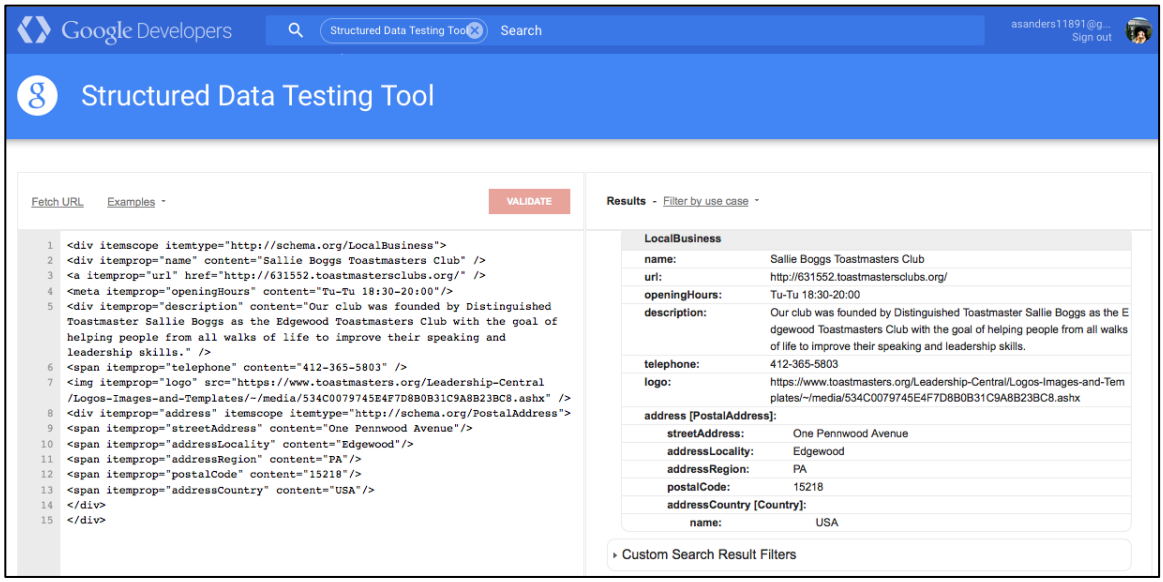
- Club name
- Club website
- Club meeting times
- Club description
- Club phone number
    - **TIP:** Consider using Google Voice, a free telephone number service which can be transferred to future TM leaders

- Club meeting address

Schema.org Semantic Markup for Club

```
<div itemscope itemtype="http://schema.org/LocalBusiness">
 <div itemprop="name" content="Sallie Boggs Toastmasters Club" />
 <a itemprop="url" href="http://631552.toastmastersclubs.org/" />
 <meta itemprop="openingHours" content="Tu-Tu 18:30-20:00"/>
 <div itemprop="description" content="Our club was founded by Distinguished Toastmaster Sallie Boggs as the Edgewood Toastmasters Club with the goal of helping individuals from all walks of life to improve their speaking and leadership skills." />
 <span itemprop="telephone" content="412-365-5803" />
 <img itemprop="logo" src="http://www.toastmasters.org/Leadership-Central/Logos-Images-and-Templates/~/media/534C0079745E4F7D8B0B31C9A8B23BC8.ashx" />
 <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
  <span itemprop="streetAddress" content="One Pennwood Avenue" />
  <span itemprop="addressLocality" content="Edgewood" />
  <span itemprop="addressRegion" content="PA" />
  <span itemprop="postalCode" content="15218" />
  <span itemprop="addressCountry" content="USA" />
  </div>
 </div>
```

TIP: Use Google's Structured Data Testing Tool to test the validity of the code.



Source: Google's Structured Data Testing Tool for Sallie Boggs' LocalBusiness Schema.org markup

Step 6 (Hard ●): Consider filming club members' speeches and creating a club YouTube account.

💡 **TIP:** Include links back to your club's website to increase your webpage's authority.

APPENDIX 1

Social Media Post Ideas

- What are your most valued public speaking survival tips?
- Any relevant secret speaking tips?
- Tips for Table Topics?
- Tips on using social media while speaking?
- Tips on using PowerPoint, the Internet, Prezi, online media?
- How to bring your presentation into the modern tech world?
- Tips on speaking in meetings?
- Any tips for writing a speech?
- Any tips for conquering a fear of public speaking?
- Speaking habits to avoid?
- How did you overcome verbal graffiti?
- What is your biggest challenge when it comes to speaking?
- How did you arrive at your speech topic?
- How did you arrive at ideas for Table Topics? What inspired them?
- What challenges did you find during your role as _____?
- What is one of your goals in TM?
- Why did you join TM?
- What is your favorite TED Talk? Share it.
- Have you heard any good speeches lately?
- What do you think defines a good speaker?
- What element of your speaking do you want to improve most?
- What do you like about TMs?
- What's your style of speaking?
- Do you have any insights into speaking?
- How do you feel being done your first speech?
- What did you do to prepare for your speech?
- What helped you prepare the most for your speech?
- How long did it take for you to prepare for your speech?
- How did you feel before your speech versus after?
- Who's your speaking idol?
- Who's your role model?
- What does success mean to you?
- Post an interesting question.
- Maybe post a follow up to TTs.
- Have you read any interesting studies relating to public speaking/personal development?
- Any public speaking resources that you found helpful? Share.
- Your take on the art of public speaking.
- Any interesting events coming up you think people would be interested in?
- Do your schools teach public speaking effectively? What could they do to improve?
- What are your feelings towards TTs?
- If you were to speak at TED, what would be your speech's topic?
- What defines a leader to you?