

**HOW TO:**

**BE A  
VPPR  
ROCKSTAR**

**BY ANA M. MARIN**

Hello! If you are reading this you must be interested in learning / implementing PR (Public Relations) via volunteering in Toastmasters.



My name is Ana M. Marin and social media is one of my passions. My morning starts with drinking coffee, reading and chatting on social media networks with influencers in the business.

After delivering several training sessions in the past years at district and division level for people interested in this topic, I decided to gather all the information into a document.

There is a lot of information here, you might get overwhelmed. Don't! **Use whatever works for you, and treat the rest as a "For your information" material.** Or a go to, when in need.

All the information gathered here is based on my sole experience. **This is not an official material. It is not approved or supported** and is not in any way a TMI official statement.

When you become the promoting engine of your club, you have a lot of materials to learn. My purpose with this booklet is to offer examples that are practical, free and easy to apply in your club's life, all in one document.

Whatever you decide to do with this - **remember to have fun and enjoy your term as a VPPR!** :) Doing a great job can become part of your personal brand, and having fun can start a new passion ;)

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# 1. AUDIT OF YOUR CLUB

**C**ongratulations! You ran, won and just became the VPPR of your club! :) It is a big deal! Due to **your work** people within, outside and ww (world wide) will know about your club.

As a VPPR there are 3 things you need to know and understand:

1. The difference between PR and Marketing
2. The 3 jobs of a VPPR
3. You are not alone!

But let's start with the beginning.

1. What is PR?

According to [PRCA](#) - the world's largest PR professional body - "**Public Relations**, or 'PR', is all about the way organisations communicate with the public, promote themselves, and build a positive reputation and public image."

If we go to [Wikipedia](#) then we have: **Public relations (PR)** is the practice of deliberately managing the release and spread of information between an individual or an organisation (such as a business, government agency, or a *nonprofit organisation*) and the public. Public relations aims to create or obtain coverage for clients **for free**, also known as 'earned media', rather than paying for marketing or advertising.

Now let's see what people say about **Marketing**:

According to [AMA](#) - "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

If we go to [Wikipedia](#) then we have: "**Marketing** is the study and management of exchange relationships. It is the business process of identifying, anticipating and satisfying customers' needs and wants. Because marketing is used to attract customers, it is one of the primary components of business management and commerce.

Now if you have ZERO Budget then you are doing PR :)

2. A VPPR has 3 jobs when it comes to the club:

- \* **Internal communication** (to and for the club members)
  - \* **Within organisation communication** (Area / division / district, HQ)
  - \* **External communication** (potential members, your target groups, newspapers, radios, TVs)
- I will address these 3 in the following pages of this **booklet** while talking about the audit.

Maybe reading the word "audit" you think of an accountant. Well, you are pretty close! :) Because when it comes to communication you get to check everything that was done before you in the past 12 months. Gather all digital and printed content that was generated by your club in the last year, at least.

Get together with your predecessor and take a look at what happened: what were the **channels** (Facebook, LinkedIn, Instagram, website, newspapers) the club was using, what was the **tone-of-voice** (were they using action verbs, singular, plural, etc), what were the **results** (increase or decrease of followers, number of likes, comments and shares), what type of **periodicity** they had.

See **what worked** and **keep it!** See what has been tried and try to see why it failed. See what didn't work and get rid of it.

**Internal communication** - try to get to know and befriend every member of your club, follow them on social media and engage in their posts. See who has a blog or loves to take pictures - they can be part of your team or just create great content for your channels.

**Within organisation** communication - reach out to area, division, district and HQ and get to know the person in charge of PR. Promote your club, your members and their accomplishments. Make your club visible in organisation!

**External** communication - this is a great way to attract new members so team-up with your VPM and see what content you two can come up with so the club gets rewarded with a great membership base.

3. Try to keep or build a **T.E.A.M. (Together Everyone Achieves More)**, bring along with you in the journey all the other officers, and also create a PR team passionate about social media in general or just one network in particular - work together to raise your club's awareness. You are not alone, reach out to other VPPRs and exchange ideas, ask for help or start brainstorming! If you have somebody who is passionate about pictures and instagram they could be your InstaPR, LinkedPR for someone who is passionate about business and loves to network. You catch my drift!

## "DON'T REINVENT THE WHEEL...BUILD!"

# 2. BRAND

**T**oastmasters offers a lot of support when it comes to branding. That is because on their [website](#) you have all the logos, how and where to use them, what fonts to use, etc. This is called a brand manual. I am a member in several other organisations, some professional and well known and they don't have a brand manual - so we, as VPPRs in Toastmasters are lucky!

But maybe you think "what is branding?" and "why should I care?". According to [American Marketing Association](#): "A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers". When you join TMI, all related to it becomes part of your personal branding and you should use it wisely.

It is very important that the moment you become a Vice-president of Public Relations to read the brand manual and visual brand guides. Why? Because Toastmasters is a strong brand and it makes your life very easy when it comes to promoting. It opens a lot of doors and it offers you ideas of design for the banners, newsletters, membership awards, diplomas and many other things.

When you become a VPPR of your club start learning the rules of the brand - how & where you can use the logo. What are the colour coding (CMYK, RGB) so when you create materials for your club you will use the correct shades. What is the official font of Toastmasters and where you need to use it.

It could sound difficult, but it is just an assumption. Once you know the basic you will learn to identify branding in other places and it will start to be fun! I promise!

# 3.

## CHANNELS OF COMMUNICATION

It is important to realise that if somebody before you did a good job you can use this to your advantage. Don't start from scratch. You have a foundation, build on that!

If the audit shows that nothing was done, then start building - it will be your legacy! Talk with the other club members and understand what is the type of colleague you want: student, young or seasoned professional, involved in education etc. This is called a marketing persona.

Extrapolate and think **why** this person would like to find out about your club, **where** are they spending their time, **what** social media platforms they use, what are their passions, with **whom** they are spending their time etc. And now think about **how** you can bring them to your club's meeting. And what kind of language (tone of voice) are they used to. This is **external communication**. Use the same logic with the members of your club - what do they want to know, learn from the activity of the club, this is **internal communication**. This is how you build a stronger community around your club.

What channels are suitable for you? In the following pages I will develop a little on main channels and social media platforms you can use, but first let's talk about an editorial plan and how this can help your activity.

## EDITORIAL PLAN & SOCIAL MEDIA

Editorial plan means the planning you get for a month, three, six or a year in order to face a macro view over your strategy. This will help you be organised, but also have a good time management of your involvement.

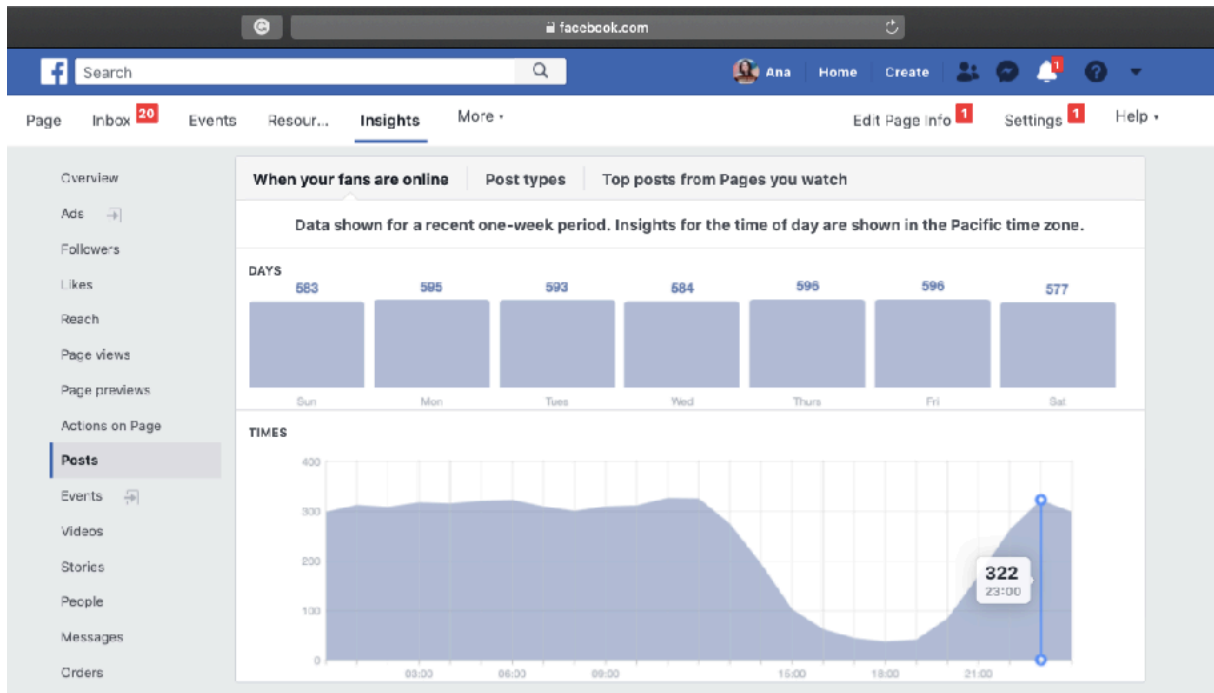
There are two steps to take under consideration before starting an editorial plan:

1. **what** you want to achieve in the following year: a bigger community, more people at the meetings, more members, become a pillar of the community, educate people, a training pool. Now that you have the objectives for the following 365 days, make sure that they are SMART (Specific, Measurable, Achievable, Realistic, Time-bound). Open a xls/numbers/ google sheet and start planning.

2. **where** is the second step. And now let's talk a little about platforms and if you should be present or not there:

**Facebook** - according to [Statista](#) 3.14 billion people were using in a month at least one of their assets (Facebook, Messenger, Instagram or WhatsApp).

Video is king, but only if it is uploaded direct on the platform - the reach of a video from Youtube or Vimeo is even lower that of a gif. Tag people, tag events, tag other pages - post at least 3 times per week when your users are online. This can be easily identified: go on the page you admin, go to insights and take a look at who, from where and when are watching what on your page.

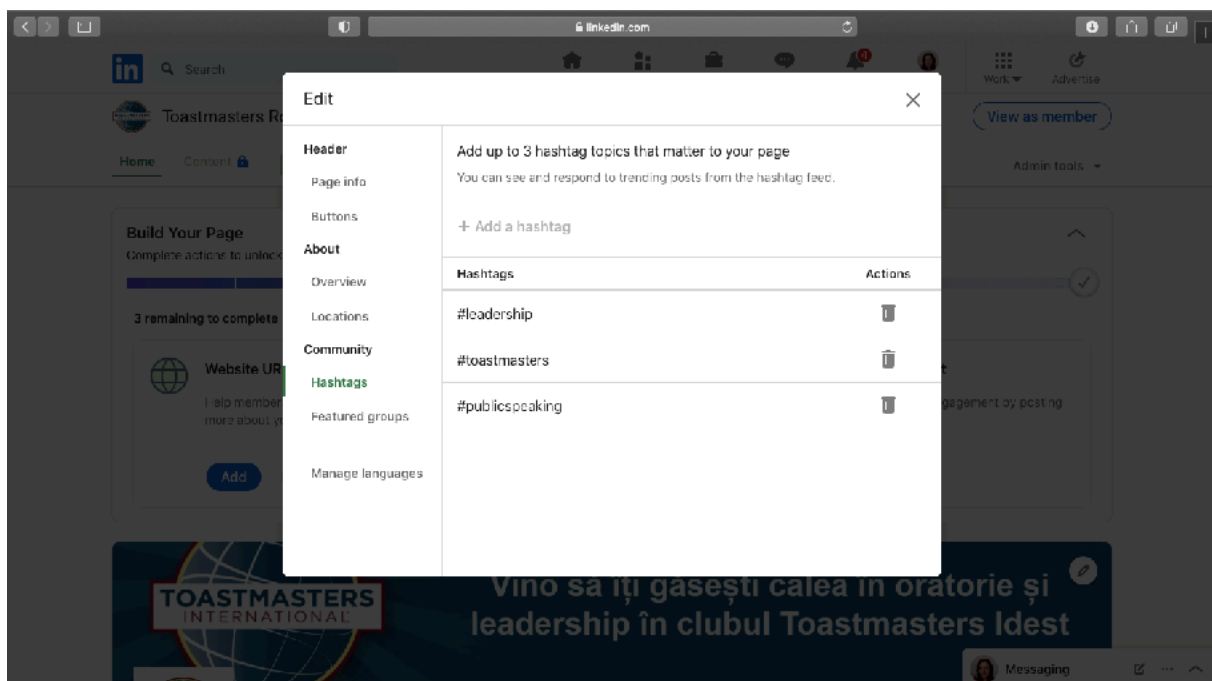


**LinkedIn** - being the only platform that allows organic reach at this moment - this should be added to your strategy if you are not using it already. Here you have 2 ways to make it:

- \* Create a page (you don't need to have a verified email address any more) - don't start a personal account, be professional, or
- \* go with a group if you know you have people that can support that kind of an effort by posting daily and invite others to join.
- \* Use maximum 3 # per post, but use them since you now have the opportunity to follow # and therefore you can reach new audience by just highlighting a word.

Post at least 3 times per week, but remember - this is a professional platform - so the written content should be different than what you are using on Facebook. You can use the same visuals, but the copywriting should be on more a professional note. Think the content as a reason for people to follow: education, informative or did you know...?

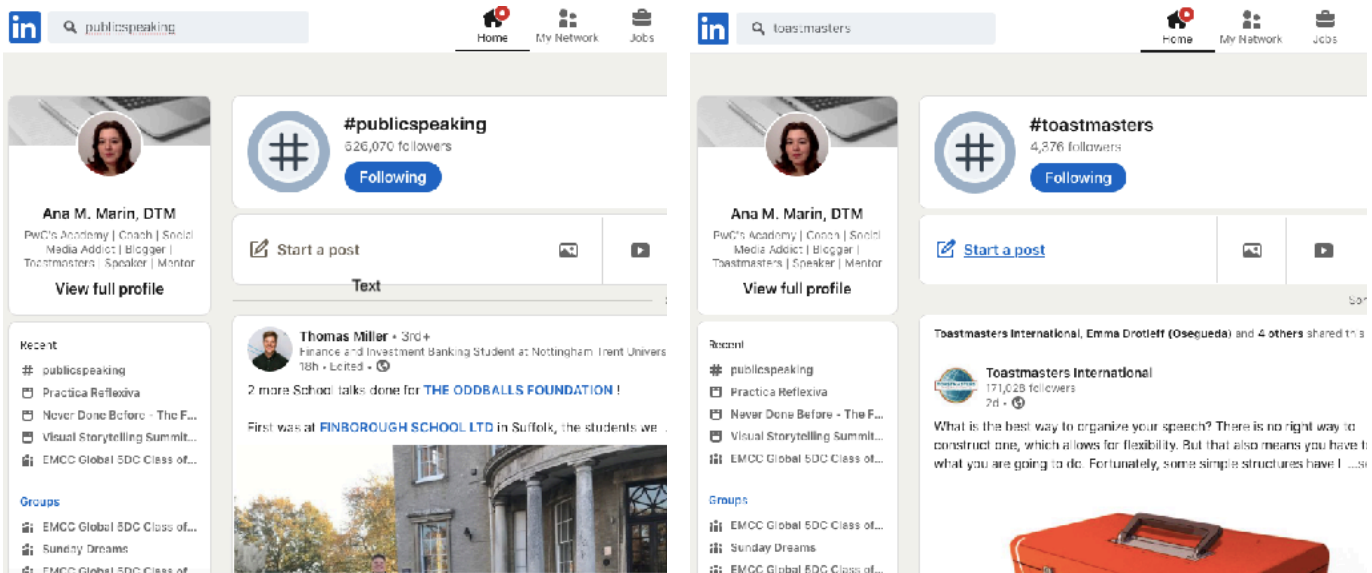
Stories - use them, they are a new tool and it will allow you to reach to new audiences.



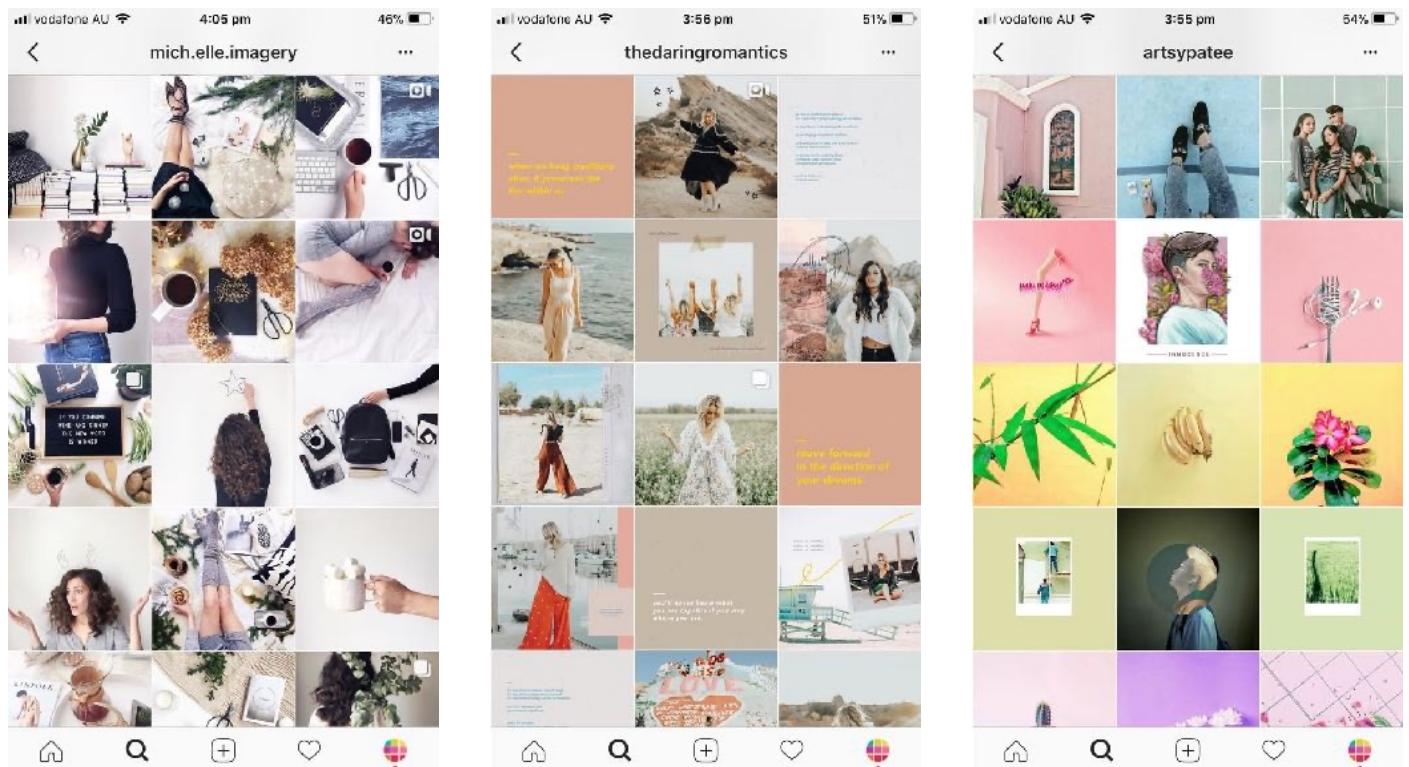
You can add 3# to your page - these will allow you to react and comment as your page to other people who are using one of your #. By doing this you can gain visibility, and also establish your page in the community.

Choose the #s wisely: check how many people are following them and take a look at what people are posting under those #s - could they be your future members?

Here are some examples of number of followers per #:



**Instagram** - start this if somebody started it previously. If you are thinking about of taking it from zero there are two things to take into consideration before making your decision - this is a visual platform, so you need **good** pictures - a **visual** identity if you want. Here are some examples:



Make sure you are able to create content at least 3 times / week. If the answer is yes, then start **a list of #s** that you know will help you increase the account. Save those # on your



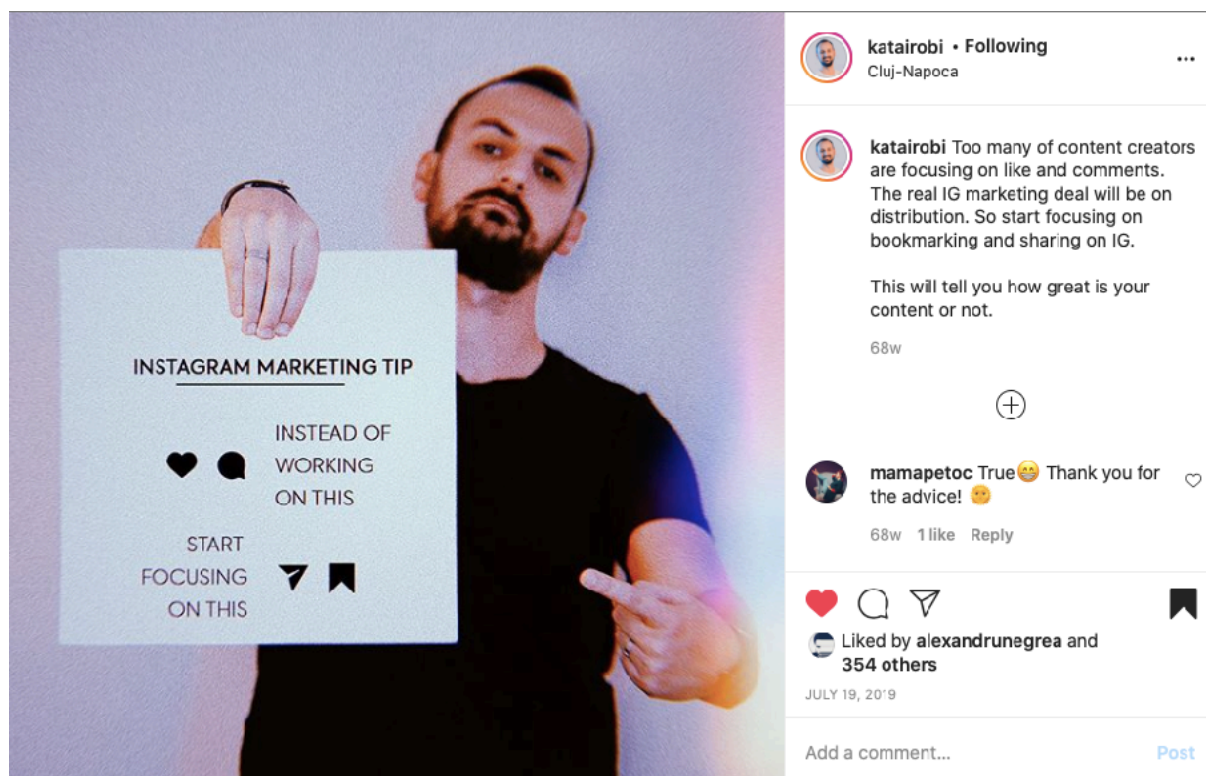
phone/ computer and use them every time. You can get up to 30 so don't be cheap. Make sure that the #s you used have followers, but also create 3 - 5 that are yours, and populate them with your club, encourage them to "abuse" them anytime they post on Instagram about their activity as a Toastmaster. Also encourage them to tag your page!

Now, don't be shy to tag people and pages in order to draw attention. Use **emoticons**. Studies show that post that are using emoticons have a higher reach up to 25% versus those without.



Use **Stories** and also tag people and pages that have to do with your clubs activity.

What do you need to take into consideration when you are looking to see if you are a success on Instagram? Here is on what you should focus on, according to a famous Romanian blogger, podcaster, influencer and marketer: [Robert Katai](#)



These are just a few of the ways to measure KPIs and increase your page in an organic way.

More social media platforms you can use: TikTok, Snapchat, Youtube, WhatsApp, Twitter, Pinterest, Telegram or the newest one: Cappuccino App - a voice oriented platform. Before including them into your social media strategy, think about the content and the frequency - can you provide the type of content people are looking for on the platform? Can you develop it at least twice per week? If so, then go ahead. If not, don't waste your energy with it!

If you are passionate about social media start your mornings with more info and news on the topic by going to the site [SM Examiner](#).

Now let's get back to our **editorial plan**. An editorial plan is basically resource planning on a timeline. Resources meaning content, people, channels and timeline meaning frequency. Is your head already spinning? No? Good! Cause now comes the fun part: you already have a lot of material to publish = content.

Whatever you use in order to set up your editorial plan (3, 6 and 12 months) start with placing the big events (milestones - like TMI Membership Smedley Award), COTs (or Bootcamps and Leadership Events). These milestones are your big campaigns. Then go deeper on grass level.

Here are my milestones for campaign plan as a VPPR for 2020 - 2021.



Going deeper now after having the overview see what you can do on a weekly basis. What are the main subjects you can promote at all times?

The activities in the club:

- \* meetings: here you get pictures, speaker and evaluator of the evening, winner of the table-top session, funny quotes, short videos etc. Live short sessions on Fb, Insta and LinkedIn stories.
- \* educational moments: when somebody starts or finishes a level in a path, training sessions, news from the area, district, TIM.
- \* members - the world wide campaigns of recruiting, new comers, stories of the more seasoned members, new members that join or rejoin the club, competitions, events, etc.
- \* quotes, interviews, memes, articles, etc.
- \* the activities outside the club - pro-bono events where members volunteer, social nights, training sessions, cross events with Rotary Club or other organisations etc.

Now please find an example of a very simple editorial plan for one week, including just what happens in club's life.

Platform	Hours	MON	TUE	WED	THU	FRI	SAT	SUN
Facebook	9:00	Education / post in the event	Membership / post in the event	Meeting / New Meeting	Education	Intro member	Interview	Quote of the week (from the meeting)
LinkedIn	18:00	Presentation of the speakers for next meeting		Meeting / New Meeting		Presentation of the speakers for next meeting		New blog post
Instagram	10:00	Membership	Education	Meeting	New meeting	Education	Membership	Quote of the day
Website	19:30					New blog post		
Newsletter / Mail	9:30	Follow the shares					NL: new on blog, education awards, & new meeting info	
Story	13:00	Instagram Education	Facebook Education	Facebook / Instagram Meeting	Instagram Intro member	Facebook Education	Facebook / Instagram Meeting	New blog post

! Design & choose YOUR channels, days and type of content you will publish - based on the analytics information and what you know is good for the club! But also on how much time you have. Less is more. Better be exceptional on one channel, than mediocre on several.

## NEWSLETTERS

If you decide to tackle this road make sure that you have enough material for several numbers before starting it.

If you or your team have the time and the skills you can develop articles for the NL specifically. Identify some potential writers within your club, but also read and seek blogs of members from the organisation. Ask them if you can share their articles with your community.

Also, make sure that the newsletter can be easily accessed via your website, if you have one. Add a registration form where your readers can subscribe to it on your landing page / home page. Outside this you have 2 more options:

In order to share it with your followers you can use:

- [mailchimp](#) - that it has a lot of benefits for sending newsletters (design, number of openings, time spent on reading etc),
- [issuu](#) - a digital platform where you can upload pdfs and share them with the world.

Remember to request approval from people to send them your newsletter or make sure that they register for it - GDPR and all :)

Also, part of the new education platform of TMI: Pathways - members can choose to develop blogging or podcast skills - if they choose it you can offer your club website to publish their work.

## RADIO, TV OR NEWS

Start following reporters and bloggers on social media that write on education, training, personal development etc. Reach out and offer them relevant content to publish.

Check your local newspapers, newsletters and see where you can add content that can indirectly promote your club - then reach to the editor in charge and propose a collaboration. I mention indirectly because if you are too upfront with the promotion you might not get published or ask for payment since it can be considered an advertorial (a paid article)

Reach out with articles, press releases and invitation to your club events. Maybe they will come, maybe they won't - but there is a chance you will get the club known.

In the UK the local clubs got invited to the BBC. In Romania, 2 of the members are guests of a local radio station - where they speak about education, grammar and personal development.

Get creative ;) it can be done. I got invited in the morning show of a local station to talk about Toastmasters and how this organisation can help people develop skills.

# 4.

## DESIGN & VIDEO

**Y**ou have the rules of branding set, so now you can start designing for your club. What!? How...why...me? Yes, you - or bring in a team member :) What? Posts for social media, website, newsletter and press.

But you don't know Photoshop or Indesign - same with your team members...so what should you do?

Below you will find 4 ways in which you can create and design amazing mock-ups. All have free versions and they don't require you to be a guru of design in order to use them!

\* if you are using **Windows**, **Powerpoint** is your friend!

Add pictures, shades and text. Always remember to add the logo and save all as a picture.

Ready to use :)

\* If you are using an **Apple**, **Keynote** is your friend! You can use to create newsletters, mock-ups for social media posts and for your website. Add the pictures, select "text" and font and you are almost ready. Below is an example of one of my designs:



\* **Canva** - is a platform and an app that is super easy to use for FREE. You can select what type of content you need to design: facebook cover, event post, instagram story, etc. You can add video or animation in order to create gifs or a little motion to your design.

Below is video visual ([click here](#) to see it on Instagram, make sure you have the sound on) I designed in canva for one of my local clubs, on their Instagram story. I added sounds of waves and birds, on a slide already existing on the platform. We had a lot of reaction from followers outside the club on this one.



\* **Crello** - much like Canva with the FREE version you can do a lot of designs :) What is the difference? In Crello you have a lot of cartooned materials that you can use - and it can be a trade mark of your club in a feed full of pictures.

If you want to start cutting and editing from your meetings or interviews with members, for short if you like to do more **movies**, you have two options that I can share:

- \* **iMovie from Apple** - it allows you to add intro and outro, to cut and replace parts, to add animations, voice-over and music. It is quite easy to use and you can make great short or long movies with it.
- \* **DaVinci Resolve** - is a (FREE) solution that combines professional editing skills. You can edit, change colour, add effects, and audio with a single click. But it needs a little practice.

**Other sites** for printing, graphics and more visuals: Piktochart (amazing for designing infographics), GIMP, Animaker, Adobe Spark, Lightroom, Desygner, Stencil, but whatever you choose - make sure you have them installed on your mobile as well so you can design on the go. After you try them all, decide to one and stick with it (mobile and computer)

In order to be safe to **copywriting infringements** use **royalty free pictures** - pictures that don't require to be bought or to mention the author. Search for CC0 License (Creative Commons Zero) - this means you can copy, modify, distribute and print pictures, for free - for personal or commercial use (yes, what you do for Toastmasters is commercial design)

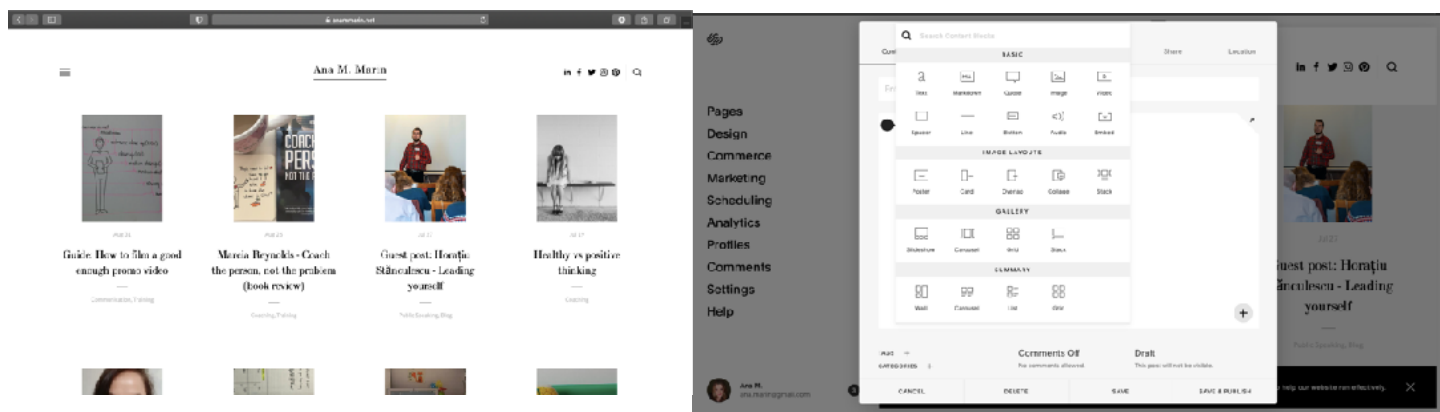
Here are some sites from where you can have these types of pictures: [Unsplash](#), [Stock up](#), [Burst](#) or [Stock Snap](#). You can even use them on your website.

## 5. WEBSITE & SEO

**H**ere is where you need some skills or the will to learn. If you don't have a website then I suggest you to start researching what platform you would like to use.

If you start from zero, you need: a hosting provider, a web-design and content. You can get some for free, but your website name will look like: [www.name.hostingprovider.com](#) - where the hosting provider can be squarespace, wordpress or other. If you buy hosting and a domain, you get a clean, available name for your website: [www.toastmasters.org/net/ro/com/mt/pl/uz](#). This will need a yearly budget, mind it.

If you go with a paid one, my favourite is [Squarespace](#) - with easy design, easy to build on, with a lot of SEO (Search Engine Optimisation or how Google finds you) included, nice skins and fast support if needed. You can buy from them name domain and hosting. They have a lot of free design you can use for your website.





See above how my blog looks like for readers and how it looks behind, on admin account

Wordpress, Joomla, Wix or others are also offering web-design service, some hosting as well. Or if you have the skills you can even create one from scratch and upload it to a server and connect it to a domain. Make sure your site is secured (https)

Then, decide the categories you want included in the website. Or if you are lucky enough to have one, check the categories you already have and see if they support your current strategy.

Here are some of my suggestions regarding what anybody should find on your website:

- board team (their name will bring traffic on your website),
- what is Toastmasters,
- why should anybody join,
- how and where they can meet you,
- a blog (updated at least once per month).

Make sure that even the pictures have names and descriptions. They will help with the SEO.

If you already have a website - make sure you have the credentials, and update it. Use royalty free pics or ask a photographer to take some photos in exchange social media promo from the members who get the pictures. It is a win-win situation. Choose pictures with people - if you are talking about meetings, communication, networking, education. Use objects on the technical part of the website or where people should focus on the written content mostly.

Remember the **newsletter**, make sure that you have an archive hosted here and a way for people to join the distribution list.

**SEO** means Search Engine Optimisation and will help you to increase your site's organic reach traffic and rank in Google.

What is organic reach? The natural way that you can get to google without paying for attention.

How you can do that? Create compelling content that answers your community's questions. Using keywords optimisation in your articles. Keywords are those used by people to search google and reach your site. Content that is worthy to be shared by others. Clean design, titles, description and clean URL.

Google offers [Analytics](#) - a tool to learn what works in your website, but also to build Ads that will work for your club. They have an online course to become SEO master if you want to go through it - it will help you understand how Google works and how you can use it to bring people to your site. A suggestion is to follow [Neil Patel](#) - who makes SEO sexy and easily explained. You can also use his free tool to see how your site is doing.

## 6. YOUTUBE & PODCASTS

Let's talk a little about youtube and podcasts - since they have grown a nudge in the last year. Podcasting and youtube are 2 great tools for promoting your club, but also for your personal branding.

Why **Youtube**? Because it helps you to **reach the audience** who is in search of videos. Did you know that according to Lisbon Communication University millennials and genX are using youtube as a primary search engine? Google is second. So you want to be there - it is free and offers good editing tools included in the platform, if you are not into learning a new tool (we cover the video free tools in chapter 4).

What do you need to know here?  
#s work great!

Make sure you create a description, with a story and not placing some words out there, include **key words** and people's names - this is great for SEO. Rearrange the videos in **playlists** and also **connect** your channel to the **website**.

Don't use the videos from here on social media because it will decrease the reach. You can download from YT and directly upload it to the social media platform to create a higher reach for your post. Why? Because all the platforms want to encourage you to create content for them so if you bring a third party (like YT), it means you have done so for others - that means they will not promote your content. If you upload directly to them - you increase your chances for them to promote you to your community.

We will now move to **podcasts** since for every podcast there are 750 blogs and 29 channels on Youtube.

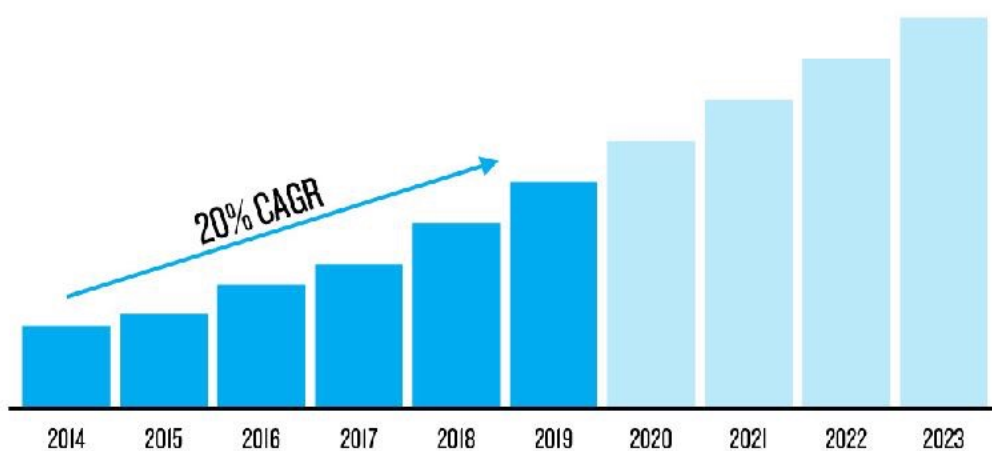
**Podcast** is a digital audio file made available on the internet for listening or downloading, typically available as a series. New episodes can be received by subscribers.

Just in America over 50% of all homes are podcasts fans, according to a research that Nielsen has done last year. And according to [Podcast Insights](#) from 2013 to now we have a 20% increase in podcasts' listeners.



## PODCAST AUDIENCE GROWTH RATE

The U.S. podcast audience could double by 2023



Source: Nielsen Podcast Listener Buying Power Database

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Accordingly to Apple there are 1.000.000 podcasts, Google says that are over 2 millions. So what do you think? Could podcast be a good content generator and PR tool? Here is a graph from Podcast Insights to see reach in top 10 countries heavy listeners.



If I have your attention this is what you need to know in order to start one with a zero or small budget.

1. Come up with a concept (topic, name, format, length for each episode, periodicity)
2. Design artwork or brand your podcast
3. Record and edit your audio files (use a microphone for this or good headsets)
4. Just like the website, podcasts need a hosting provider, you need a home for your podcast.
5. Learn and syndicate your audio files into a RSS in order to be distributed through Apple Podcasts.

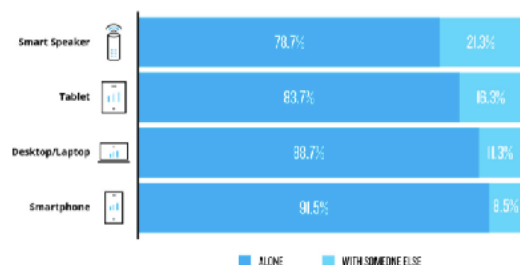
Buzzsprout has an email course about how to start a podcast - in case you want to go step by step with more detailed information.

Find below some of hosts what can embrace your podcast for free. Like with social media and websites if you are not paying for the product, you are the product. [Buzzsprout](#), [Spreaker](#), [PodBean](#), or [Anchor](#) (my favourite and part of Spotify)

Like with newsletters, my recommendation is to have several episodes recorded in advance before you start promoting it. Also, bring in colleagues from TMI and join forces. It will be easy to create content in a team ;)

### SMART SPEAKERS CAN EXTEND THE AUDIENCE OF A PODCAST

Who do you typically listen to podcasts with?



In Toastmasters we several **podcasters**: Ted Mellamphy, Moira O'Brien DTM, and Paul O'Mahony are the "[Irish Talkers](#)" Greg Gazin has [ToastCaster](#) and along side Bo Bennett, Ryan Levesque he facilitates Toastmasters [Podcast](#) [Prabhakar from Dubai](#), has a wine podcast, and he got invited on the topic Dubai Virgin Radio Great example of personal branding.



# 7.

## CONTENT & COPYWRITING

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In my career in a PR agency I learned a lot about content and how words create contexts and how copywriting made sense, finally! David Ogilvy use to say that if it doesn't sell, it isn't creative!

Never thought of myself as a sales person. Promoting things I believe in and getting people in contact with what they want. For me, that means "networking". This is what I do in Social Media as well. Some of my TMI's colleagues say I am the „go to person" when it comes to getting a recommendation in different areas. What I actually do? I keep myself informed and love sharing the info. This is content, copywriting and personal brand all together.

Content because I offer people information on topics of interest. Copywriting because I talk adapting to their style and inspire them to act. Personal brand - because others recommend me. If you ever heard the term "**Content is king!**" then please remember it when it comes to your club. If not, write it down and save it.

All the things that were mentioned in this brochure have a common topic: content! Nothing happens on social media, youtube, website or on TV / radio if you don't have it.

As a VP of Public Relations you train your eye to see how you can turn every piece of information you got into something that is news / social media worthy. Your magic creates BUZZ within and around your club. All you have in this brochure is meant to give you options to where you want to invest your time and talent. If you got so far, I will repeat what I said in the begging - you have a lot of options, doesn't mean you should use all of them if you don't have the time or the team to do so. Be amazing on one channel, rather than average on all. I offered in chapter 3 a lot of ideas for content, I trust you will come up with a lot more. If not, let me continue with some ideas:

If you are part of a mature club it means that you have 19 colleagues, at least. So 19 subjects that can create stories for your strategy and channels. Learn more about them, work with your VP of Membership and together see if they like be part of your communication. Start a social media series of #meetourmembers (20 posts there, invite your area / division /district director to join in and more content - and a new audience by tagging them)

Meetings: Make quotes from speeches, create audio, video or written interviews, gifs, memes, celebrate their wins and be there when they celebrate their own - comment when they do, give reaction.

Events: from time to time talk with your club and create a special event. Online or offline. Board games night, stand-up night, online game night, morning Saturday coffee.

Choose to create content only where you are comfortable at first, and after a while explore more, step outside your comfort zone and test what works. This is the beautiful part of Public Relations for an organisation: you can learn by making mistakes or by testing and realising it is not something you want to do for the long haul or you might realise you want to change your career.

Also look at your community - they create content for you: every comment, share or reaction - means content for you. Tag them, reply to their every comment and interaction with your content - creates awareness for your page and your club.

Have a mix of content: informational, educational and entertaining. Don't be afraid to test things.

Now let's talk about **copywriting** and **techniques** to add extra value to your content, community and strategy. Remember that **it's not about you, it's about the audience!**

\* **Storytelling** - In writing, as in public speaking, the story is important. The most successful articles on my blog are of two types - the technical ones where I talk about methods or the stories. It's important for your community to love to interact with your content. Give them access to a problem solving idea, trigger their imagination or give them an emotional connection with your club.

\* **Use facts and statistics** - If you can add some figures or facts to make your story even stronger - you have the recipe for success. These will help you establish credibility, but will also help the reader to understand his needs better.

\* **Use copywriting formulas:**

#### 1. AIDA

**Attention** - or brand **awareness** - here you need to do a little research to know what message you want to convey and to whom (marketing persona). This is Google's organic area for your website and social media; **Interest** - here, if you have the attention of the reader you need to keep him interested. You can do this through storytelling or other methods so that they know they have a need and should look for solutions; **Desire** - this is the area where you show your clients how your product/article can help them; **Action** - is the moment when you come with a call to action: to buy, to come, to read, to share, to like, to follow.

#### 2. 1-2-3-4

What do I have for you? article, service, club meeting, new member

What will it do for you? benefits

Who am I? Why should your community trust your page

What do you need them to do? A clear call to action and to tell the followers what you want them to do.

\* **Sell profits** - A powerful text is not about you / your club but about the reader / community. So always show what someone has to gain when it comes to joining your club, reading your site or following you on social media.

Whatever you decide to do, remember to have fun! Being a VPPR in a Toastmasters club offers so many rewards for you and your personal brand. Use this brochure to make your life easier not complicated. As you can see I only tackled the free, organic ways to reach your audience / community because some of the clubs might have budgets, but some are working with zero budget and so we are talking about PR and remember what PR means :)

If you are a District / Division Public Relations Manager start a group for the VPPRs to support each other, exchange ideas, encourage each other and create a PR community, bring in your teams and inspire other to be part of it! :)

# ABOUT THE AUTHOR

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My name is Ana M, a Romanian passionate about education and people. Having mentors inspire me to reach out to others and always be open to people reaching out to me when in need of mentoring, development or education.

Lucky enough to be part of amazing teams in my Toastmasters journey and they turned me into a Distinguished Toastmaster, coach, Area Director for the second year in Division D of District 110, former Public Relations Manager for District 95, former Communication Manager for division H District 95 and several club positions, like VPPR, VPE or VPM

Professional my career so far includes 15 years of experience in communication, branding, public relations, social media, marketing and digital, covering different fields: banking, IT&C, Retail, NGOs and Consultancy. Former Senior Marketing Specialist for one of the top 5 banks in Romania, former Event Specialist with events with more than 120.000 participants that reached the „no comment” section of BBC and NBC due to awareness. And my portfolio includes international accounts in a Public Relations Agency as a Senior Consultant along with amazing PR Team that thought me so much!



In present, my story includes being a Communication Senior Consultant in a Big4 for the External Training Division, ICF and EMCC certified coach / mentor and member in several professional organisations.

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