



District One Public Relations

The Public Relations Team is here to support the district and club leaders. Throughout the year our goal is to ensure everyone is leveraging the Toastmasters International Brand to promote the district, clubs and members.

District One Social Media Sites & Social Media Campaign

Follow or Tag us

Website: <http://district1toastmasters.org/>

Instagram: [district.1.toastmasters](https://www.instagram.com/district.1.toastmasters)

Facebook: [DistrictONEToastmasters/](https://www.facebook.com/DistrictONEToastmasters/)

Youtube: bit.ly/D1Youtube

Twitter: [DistrictOneTM](https://twitter.com/DistrictOneTM)

Google+: [+DistrictOneToastmasters](https://plus.google.com/+DistrictOneToastmasters)

#District1Toastmasters ~ #EnvisionYourExperience

SHARE How you are "Envision Your Experience"

Tell us how Toastmasters is helping you in your personal lives, professional career, public speaking, missionary/service work, etc. Using the hashtags **#EnvisionYourExperience** share your story on our Social Media sites or tag District One in your post. Pictures, video clips and links to your blog are encouraged.

Promoting Through the District

- Club events submitted at least 2 weeks in advance online will be posted on the District Calendar. Clubs are encouraged to follow the Toastmasters International Brand Guidelines (see resources section below). Any flyers that violate trademark design standards will not be posted.
- Blog articles may be submitted for posting on the District Website. These articles must relate to Toastmasters and include content that will inspire, educate, or otherwise benefit our members. Standard topic areas include member/club spotlights, events, and awards/other recognition, although we welcome new ideas. All Articles are subject to review.
- Facebook posts are limited to District events or special club events such as anniversaries. This requests must be submitted to district.one.pro@gmail.com

To submit events or blog articles go to <http://district1toastmasters.org/contact-us/>

Resources

- *Logos, Images & Templates:* <https://www.toastmasters.org/resources/logos-images-and-templates>
- *Leverage the Brand:* <https://www.toastmasters.org/Resources/Logos-Images-and-Templates/Leveraging-the-Brand>
- *Public Relations Resources* <https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations>

Join the PR Team

Help us make the District shine; we have the following positions available:

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| Division PR Liaisons | Support the Divisions by creating flyers, social media posts and other visuals as appropriate. Provide guidance to club leaders around TI branding and promotions including reviewing club special event flyers as appropriate |
| Social Media Liaison | Promote district events and promotions on the D1 social media sites |
| Blogging team | In coordination with the PRM and District trio create website blog posts to promote district events/campaigns and highlight clubs/members |
| External News Liaison | Develop relationships with external news sources to promote district events & membership into district clubs and pitch stories about the district, clubs and members |

For questions about anything in this flyer please contact the District One 2017-2018 Public Relations Manager ~ Sonya Vasquez, DTM at district.one.pro@gmail.com



WHERE LEADERS ARE MADE