

# Social Media 101

## Uses of Social Media to Promote Your Toastmasters Club



“How to Gain New Members  
Without Really Trying”

Presented By Your  
District 50 Club Social Media Team

# Why Promote Your Club?

- Turnover
  - DCP 2 points for 8 new members – NOT random
  - Typical 20 member club turns over 40% per year
  - (55% average retention rate per Toastmasters Intl.)
- Growth
  - Larger club = more participation opportunities and less work per member
- Visibility
  - Let the world know what the club about and how well its members are doing!

# What Is “Social Media”?

- Collective of online communications channels
- Dedicated to community-based input, interaction, content-sharing, collaboration
- Consists of several different types
- Who leads its use within the TM Club environment?
  - VP-Public Relations
  - Webmaster
  - Individual members

*Pathways Electives - Building a Social Media Presence, Public Relations Strategies*

# Types of Social Media

- Forums (Reddit, Usenet, message boards)
  - Microblogging (Twitter, Pinterest)
- **Social Networking (Facebook, Meetup, LinkedIn)**
  - Social Bookmarking (Evernote)
  - Social Curation (Pinterest)
    - Wikis (Wikipedia)

TM club member recruitment is best served with proper use of **Social Networking**.

# Popular Social Networking Sites

- Facebook (Personal)
- LinkedIn (Professional)
- MySpace (the Past)
- Meetup (Personal by topic)

\*Most Useful to a TM Club - Facebook, Meetup

# Effective Strategies for Club Visibility

- Social Media is only PART of the strategy!
- Don't forget "old school" strategies
- People inviting people – the Personal Touch
  - Membership drives
  - Individual sponsorships
- Cast a "wide net" to recruit members
  - Average turnover over 40% every year

# Effective Strategies for Club Visibility

- TM International Find-A-Club – DO THIS FIRST!
- FreeToastHost or EasySpeak web site
- Facebook Page
- Meetup Group
- Other online publicity
  - Twitter feed
- HR Department/Intranets (corporate clubs)
- Local Libraries/businesses (community clubs)
- Email News Letter (Smore)

# Effective Strategies for Club Visibility

## TM International Find-A-Club

*CLUB'S RESPONSIBILITY TO MAINTAIN THIS,  
NOT INTERNATIONAL'S!*

- Accurate contact information (email, phone)
  - Use a constant email address if possible
- Accurate location and meeting time information
- Links to other informational pages (web site, Facebook page, Meetup Group, etc.)



# Effective Strategies for Club Visibility

## Web Site (FreeToastHost, EasySpeak)

- Attractive content for visitors
  - Information about club history and accomplishments
- Accurate contact information (email, phone)
  - Use same email address across all social media
- Accurate location and meeting time information
- Links to club social media outlets (Facebook page, Meetup Group, etc.)
- Most static of the lot – best utilized for club internal functioning (agendas, tracking)

# Effective Strategies for Club Visibility

## Facebook Page



- Attractive content for visitors
  - Information about club
  - Lots of PHOTOS!
- Accurate contact information (email, phone)
  - Use same email address across all social media
- Accurate location and meeting time information
- Links to other social media and Web presences (FTH/ES web site, Meetup Group, etc.)
- Generate interest by posting frequently – upcoming events, past successes, PHOTOS!

# Effective Strategies for Club Visibility

## Meetup Group



- Attractive content for visitors
  - Information about club
  - Lots of PHOTOS!
- Accurate contact information (email, phone)
  - Use same email address across all social media
- Accurate meeting location and event calendar
- Links to other social media and Web presences (FTH/ES web site, Facebook page, etc.)
- Reach out to group members (potential club members) – welcome emails, blast emails, notifications of upcoming events

# Effective Strategies for Club Visibility

## For Corporate Clubs

- Work with your corporate HR Department
  - Free brochures from TI (99F, 101F, 1622)
  - Add these to onboarding welcome packets
- Club Open House
  - If possible, tie in with other corporate events
- Company Intranet
  - Information page, contact information

# Effective Strategies for Club Visibility

## For Community Clubs

- Local Libraries
  - Donate old Toastmaster magazines with club info
  - Posters, flyers, etc.
- Local Businesses
  - Flyers
  - Meeting space
  - Donations
  - For businesses that support the club, **PROMOTE** them on club social media outlets!



# Conclusion

- Promotion is necessary for club survival and growth
- Use a mix of strategies – don't put all your promo eggs in one basket
- Corporate clubs and community clubs can utilize common, as well as different methods

May your club “Live Long, and Prosper!” - Spock

Questions?

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# Thank You for Participating!



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