

# CLUB OFFICER ROLES

## VICE PRESIDENT PUBLIC RELATIONS

- ▶ Fourth ranking club officer
- ▶ Promotes the club to the local community
- ▶ Notifies the media about the club and the benefits it provides
- ▶ Update web content
- ▶ Safeguard the Toastmasters brand identity

### RESPONSIBILITIES

#### Publicize the Club

Publicize the club's activities both internally to members and externally to various audiences through media outlets:

1. Publish club meeting times and location.
2. Write and distribute news releases about club activities, member achievements and special events such as open houses.
3. Maintain club presence in the local newspaper's events calendar.
4. Create and update the club's social media channels, such as Facebook, Twitter, LinkedIn and Meetup. Be sure the names of your club's social network accounts are specific enough to the club that they're not confused with existing TI accounts. Share login and password information with future officers so the sites are kept up to date.

#### Keep Club Website Current

1. Ensure that the club's contact information is current and easy to find.
2. Check to see that your club's listing is current on [www.toastmasters.org/findaclub](http://www.toastmasters.org/findaclub).
3. Update the club website as necessary to include upcoming events, membership program results, speech contests and so on.
4. Recognize achievement, such as education awards, speech contest winners and Distinguished Club Program goals met.

#### Safeguard the Toastmasters Brand, Trademarks and Copyrights

1. Ensure that a consistent message is communicated from club to club in all locations.
2. Ensure that all Toastmasters materials used or created by your club comply with appropriate copyright and trademark laws as well as the guidelines contained in the Logos, Images and Templates section of the Toastmasters International website.
3. Unauthorized use of the brand, trademarks or copyrighted materials is prohibited.
4. Trademarks must receive prior written authorization and is subject to the approval of the Chief Executive Officer.

## CHECKLIST FOR SUMMARY OF RESPONSIBILITIES

### Before Club Meetings

- Verify that the club's themes, meeting times, and location are current for the following meeting
- Order promotional materials for distribution by members at [www.toastmasters.org/marketing](http://www.toastmasters.org/marketing)
- Places to post and update club themes, meeting times and locations: Club website, social media channels, such as Facebook, Twitter, LinkedIn, Instagram, and Meetup, etc.; online directories , such as Google My Business or Bing Places for Business; club and company newsletters; club and company event calendars and company intranet sites.

### During Club Meetings

- Distribute promotional materials to members for distribution at their workplace, school, etc.
- Report the results of public relations efforts, bringing newspaper clippings, printouts and so on to share with the club
- Announce the commencement of public relations campaigns.