



District 86 Council Meeting

Public Relations Manager's Report

April 22, 2023

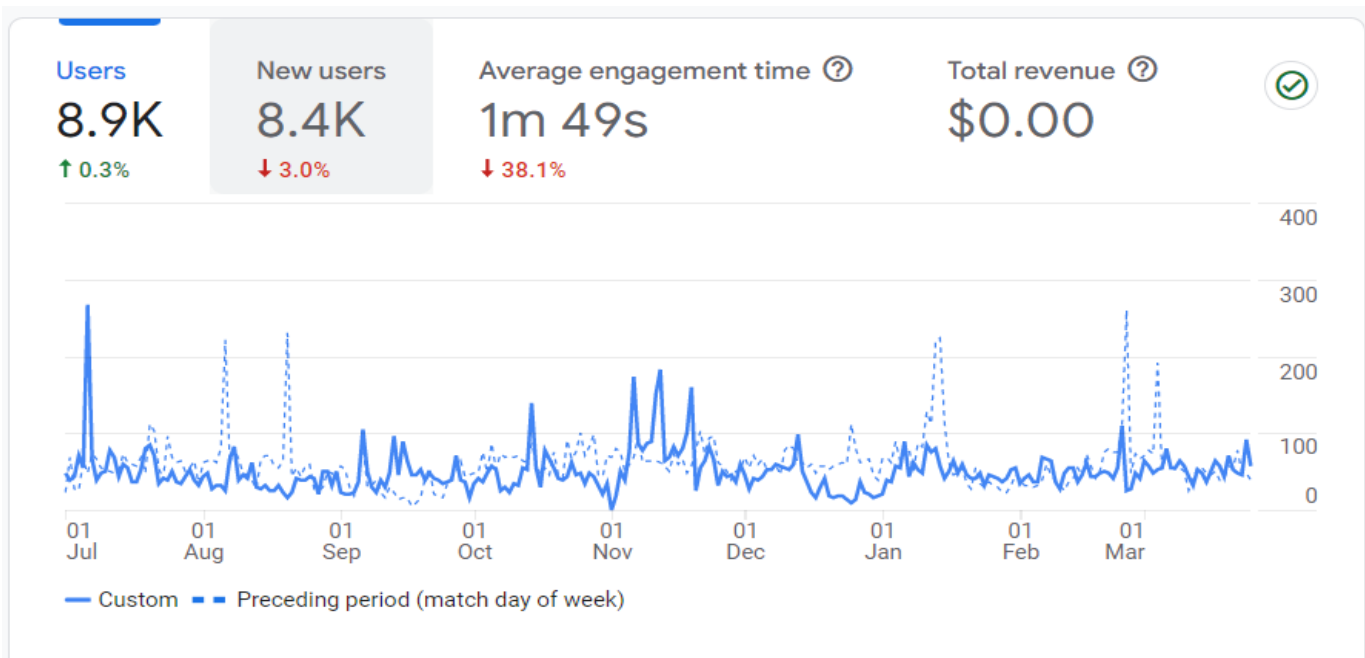
Located in Southwestern and Central Ontario

Matthew Ogbulafor, DTM
Public Relations Manager 2022-2023

Goal is to support an active public relations and publicity program in the district.

Since July 1, our main focus was to utilize the District Website as the primary source of information for the district supported with social media platforms including our Facebook Page, Facebook Group, YouTube, MeetUp and communication tools including MailChimp for our newsletters and district communications.

Website Highlights



- District 86 Calendar page had a biggest visitor rate (up 63% YoY)
- District 86 Find a Club Tool
- Use of Accessibility Tools
- Use our Chat Messenger Tool
- Access to District Resource information and tools.
- Over 8900 Users since July 1, 2022, with 8.4K new visitors.

Blog Report

- 19 blogs were updated on the District 86 on topics ranging from Pathways, Memberships, club success stories and District Events.

Email and Newsletter (Mailchimp) Report

Emails sent	Open rate	Click rate	Unsubscribe rate	Edit
28,599	44%	20%	0.14%	
↓ Down 26% (39K)	↑ Up 30% (34%)	↑ Up 82% (11%)	↓ Down 40% (0.24%)	

- 17 District emails were sent to DEC officers, Club Officers and all members concerning events, reminders and announcements.
- 10 newsletters were sent to all District 86 members.
- Email Segments were created for Presidents, VP Eds and for VP Membership to enhance proper email distribution.
- Revised email template helped in increasing open rates and click rates (44% and 20% improvement since July 1)

Graphics and Artwork

- 12 Website Banners were created to promote district events Even though we had no graphic designer, all artwork was done via Canva.
- Inspiration came from the Toastmasters Brand Manual, Toastmaster templates, Canva and past work done by previous graphic designers.
- Continue to leverage the brand manual to get guidance for banners and social media.

Meetup

Had 6 Meetup Groups for the District, with the following average active members by Division.

- Division S (25 active members)
- Division W (30 active members)
- Division T (8 active members)
- Division L (12 active members)
- Division C and E (25 members)
- Division D and F (35 members)

We encourage more clubs to use Meetup to promote their meetings and other events.

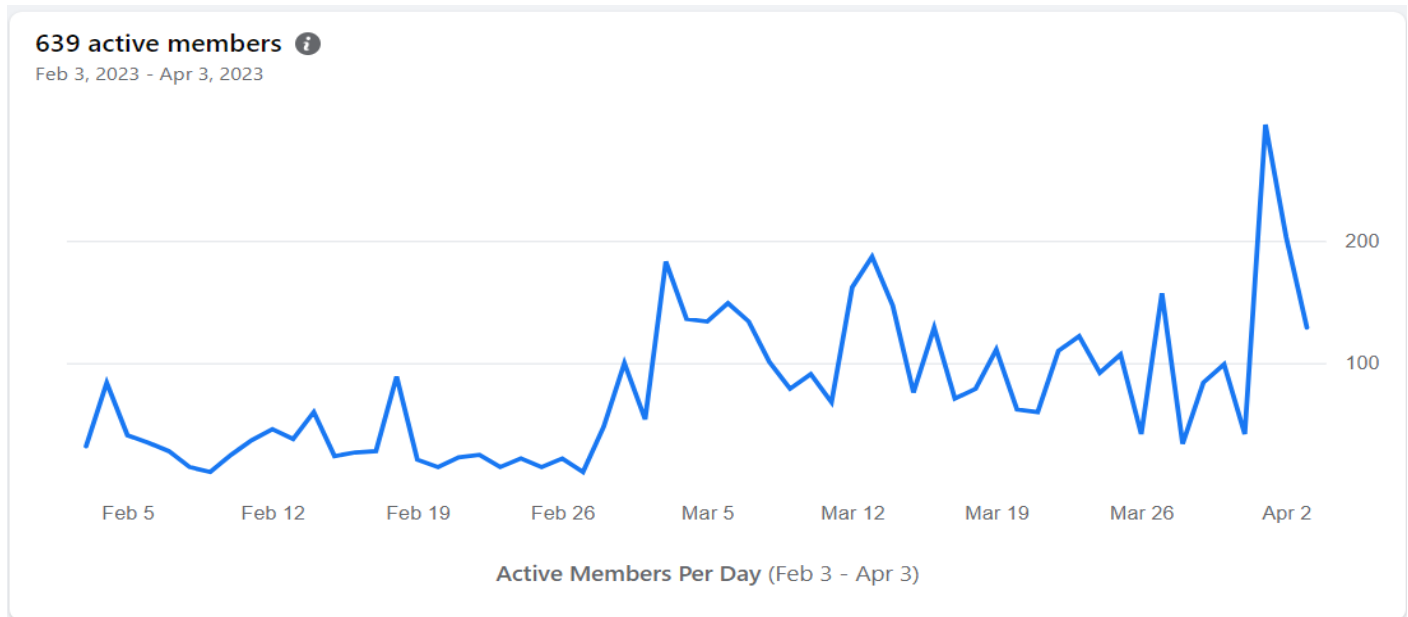
Press Releases

Since July we had 1 District press release published.

Social Media

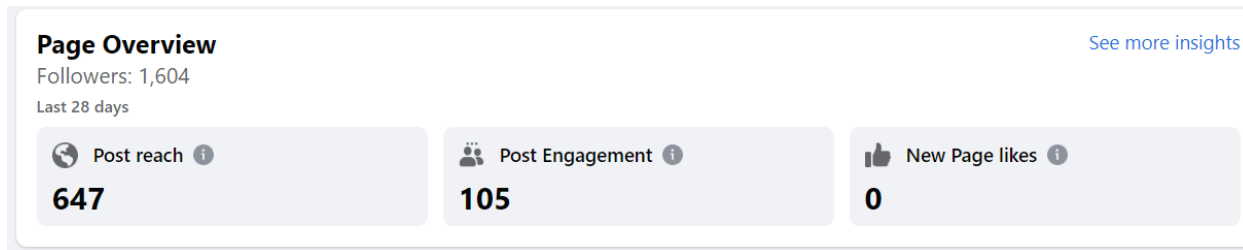
Facebook Group

Facebook Group is our mostly used social media tool to connect with members of the District.



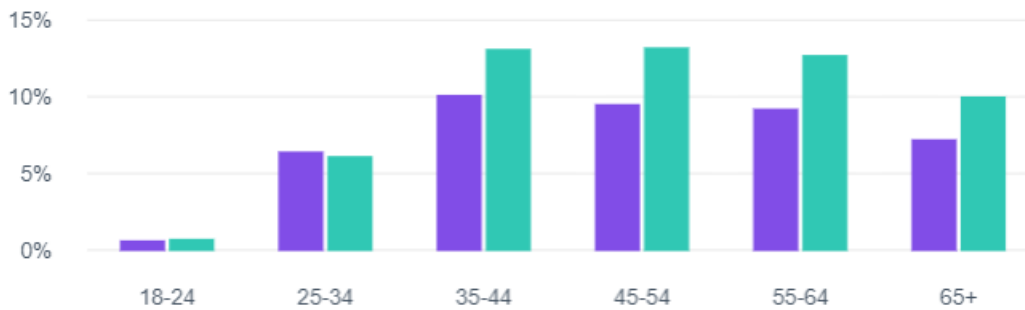
Facebook Page

Our External Facing Page is also a means of promoting our events and news to the public including those that follow our page.



Age and Gender

Men 43.70%
Women 56.30%



Location

Cities

Countries

Toronto, ON, Canada	157
Mississauga, ON, Canada	116
Brampton, ON, Canada	62
Hamilton, ON, Canada	37
London, ON, Canada	36