

# SOCIAL MEDIA TIPS

## Ideas for promoting your Toastmasters club on social media

### Meetup

- Some clubs have found Meetup to be so effective in bringing in guests that they use Meetup as their primary website. E.g. Silicon Valley Storytellers [www.siliconvalleystorytellers.com](http://www.siliconvalleystorytellers.com) points to their Meetup page.
- Meetup sends out automatic reminders and post-meeting 'nice to see you' emails to keep guests/members engaged.
- However Meetup is not a free service. The annual cost is ~\$90. One Meetup account can host up to 3 sites. Therefore, your club can work with two other clubs to share the annual cost.
- Post your next Toastmasters meeting on the District 101 Meetup ([www.meetup.com/d101tm](http://www.meetup.com/d101tm)) to try out Meetup before starting your own club Meetup site.
  - Use the following form to submit details of your event to District 101:  
[d101tm.wufoo.com/forms/meetup-posting-request](http://d101tm.wufoo.com/forms/meetup-posting-request)
- You may create recurring meetings, but post something unique about each meeting (ie theme, special agenda/activities, speakers) to keep content fresh and engaging to members and visitors.

### Facebook

- Facebook is a great way to tap into the social networks of your club members and have members' enthusiasm spread through check-ins at club meetings, likes, shout-outs to fellow members, or shares of District 101 Toastmasters or Toastmasters International Facebook posts from [www.facebook.com/d101tm](http://www.facebook.com/d101tm).
- You can create a page for your club on Facebook. Create events of your Toastmasters meetings where members can check in and post pictures after the event.

### LinkedIn

- LinkedIn groups enable Toastmasters to interact with people interested in business and professional issues – particularly those centered on communication and leadership.
- Join District 101's LinkedIn group at [www.linkedin.com/groups/13558199](http://www.linkedin.com/groups/13558199) to connect with other members and start conversations on what you think about Toastmasters and District 101 programs and activities.
- Consider joining the Toastmasters International LinkedIn group first to monitor the conversations and assess whether establishing a group for your own club might be beneficial in reaching out to a larger network.

## Yelp

- Some Toastmasters clubs have been reviewed on Yelp. Set up your club as a non-profit establishment on Yelp and invite members to write glowing reviews.

## Nextdoor

- Some Toastmasters clubs have had success attracting visitors by posting meetings on nextdoor.com. A club member who lives in the neighborhood where the meeting takes place would need to take responsibility for posting the event.

## Twitter

- District 101 has not found Twitter to be as effective thus far in promoting Toastmasters. However, it could be due to lack of content, not tweeting frequently enough, or the general District population not being as active on Twitter.
- Follow Toastmasters International on Twitter to see how the International organization utilizes Twitter and whether your club would like to utilize it as well.
- Before creating a Twitter account for your club, gauge how active your club members are on Twitter and whether it would be an effective tool to promote your club.
- Your club would need to tweet regularly to keep members engaged
  - Tweet a week before the meeting about the upcoming meeting activities, theme, speakers
  - Tweet the day before or on the meeting day to remind people about the meeting, and to say “Guests are always welcome”.
  - Tweet after the meeting concludes to comment about meeting activities, such as the speeches or word of the day.
  - Tweet about generic public speaking or leadership topics.

## YouTube

- If you capture your member’s speeches on video, consider creating a YouTube channel for your club to post the best examples of speeches from your club members.
- YouTube offers tools to take raw footage and create a more polished video to post online (ie adding text).
- Members can also create short videos to promote your club, which can then be distributed to friends, family, and guests.
- It is important to not dilute the content on your YouTube channel with all videos captured during the regular meetings, or to post videos of meetings in its entirety.
- Subscribe to the District 101 YouTube channel (<https://goo.gl/Gt20pA>) to view our educational content.
- Contact [pr@d101tm.org](mailto:pr@d101tm.org) to share your ideas or contribute to the District 101 YouTube channel.