



TOASTMASTERS
INTERNATIONAL

District 40 Toastmasters

Proudly Serving Parts of Ohio, Kentucky and West Virginia



Social Media Marketing

Toastmasters TLI • February 15, 2015 • Columbus Ohio

Fun Facts

According to analysts at Alexa, a leading Internet statistic company:

#1 Site is

Fun Facts

According to analysts at Alexa, a leading Internet statistic company:

#1 Site is Google

#2 Site is

Fun Facts

According to analysts at Alexa, a leading Internet statistic company:

#1 Site is Google

#2 Site is Facebook

#3 Site is

Fun Facts

According to analysts at Alexa, a leading Internet statistic company:

#1 Site is Google

#2 Site is Facebook

#3 Site is YouTube

Fun Facts

According to PEW Research Center Publications:

Social networking use among internet users ages 50 and older has grown from 22% to % over the past year.

Fun Facts

According to PEW Research Center Publications:

Social networking use among internet users ages 50 and older has grown from 22% to **42 %** over the past year.

Fun Facts

According to PEW Research Center Publications:

 % of Online Adults are Social networking Site users

Fun Facts

According to PEW Research Center Publications:

72% of Online Adults are Social networking Site users

Social Media Marketing is:

The process of gaining website traffic or attention through social media sites

http://en.wikipedia.org/wiki/Social_media_marketing

Wikipedia - This page was last modified on
9 February 2015, at 15:58

Social Marketing - the Flock

- ▶ Trust - Earned Media versus Paid Media
- ▶ News that resonates
- ▶ Electronic Word of Mouth
- ▶ Exponential speed of news
- ▶ Group self reporting

Social Media for Public Relations and Marketing

- ▶ Attraction (PR)
- ▶ Retention (PR)
- ▶ Conversion (Marketing)
- ▶ Measurement (PR and Marketing)

Social Media Focus in District 40

1.
Meetup



3.
LinkedIn

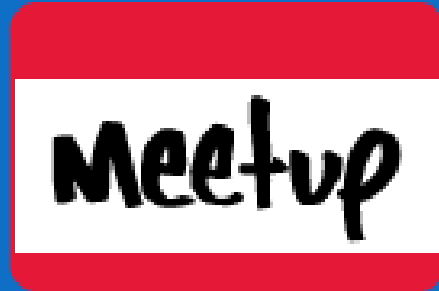
2.
Facebook



4.
Twitter

Social Media Focus in District 40

1.
Meetup



3.
LinkedIn

2.
Facebook



4.
Twitter

Meetup

- ▶ What is Meetup ?
- ▶ Benefits of Meetup
- ▶ Join a Group
- ▶ Set up Your Profile
- ▶ Create Meetings
- ▶ District 40 Meetup status

1.
Meetup

The Meetup logo is a red rounded rectangle with a white horizontal bar in the center. The word "Meetup" is written in a black, handwritten-style font within the white bar.

Meetup

What is Meetup?

- ▶ World's largest network of local groups:

9,000 groups, 13.5 million members

- ▶ Inspired after 9/11
- ▶ Assists communities find and help each other
- ▶ D40 sponsors 5 groups

1.
Meetup

The Meetup logo is a red rounded rectangle with a white horizontal band in the center. The word "Meetup" is written in a black, lowercase, sans-serif font within the white band.

Meetup

Benefits of Meetup

1. RECRUIT
2. ENGAGE
3. RETAIN
4. PROMOTE and CELEBRATE

1.
Meetup

The Meetup logo, featuring the word "Meetup" in a black, handwritten-style font on a white background, enclosed in a red rounded rectangle.

Join a Group

- ▶ Columbus and Central Ohio
- ▶ Cincinnati and The Tri State
- ▶ Dayton and The Miami Valley
- ▶ Lexington and Eastern Kentucky
- ▶ Mountain Division

Note:
Each group's "base location" is a zip code in the heart of the metro area

1.
Meetup

The Meetup logo, featuring the word "Meetup" in a black, handwritten-style font on a white background, enclosed in a red rounded rectangle.

www.meetup.com/find

Example:

Click.

Type in
"Toastmasters Columbus Ohio"

A screenshot of a web browser address bar showing the URL "www.meetup.com/find/".

Find
a Meetup Group

Join a Meetup Group

Result:

<http://www.meetup.com/Toastmasters-Clubs-of-Columbus-and-Central-Ohio/>

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www.meetup.com/find

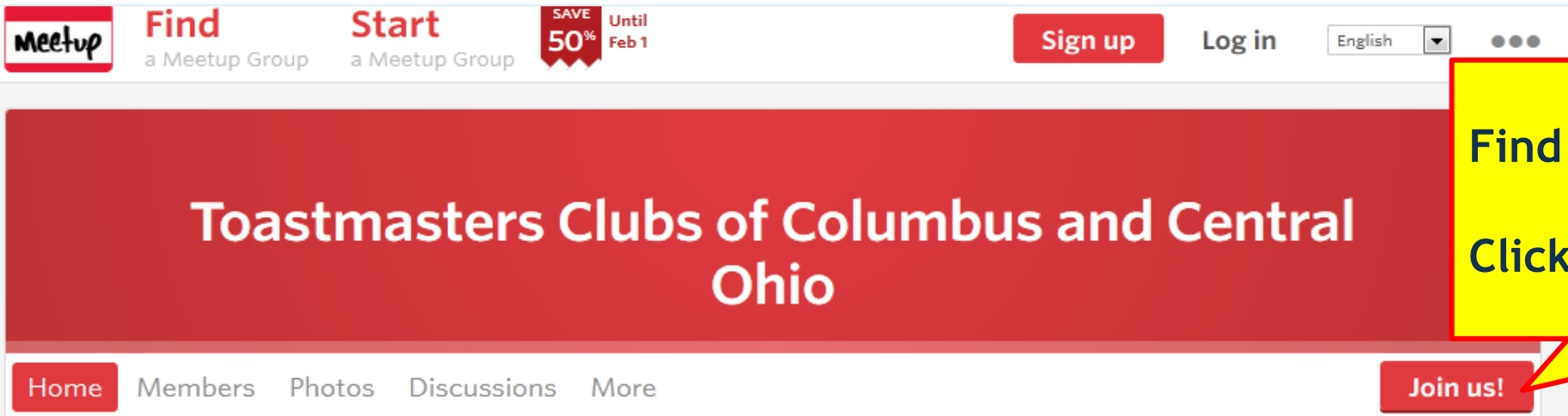
Note:
Each group's "base location" is a zip code in the heart of the metro area

Example:

Find this result.

Click "Join us!"

Join us!

A screenshot of a Meetup group page for "Toastmasters Clubs of Columbus and Central Ohio". The page has a red header with the group name. The navigation bar includes "Home", "Members", "Photos", "Discussions", and "More". A "Join us!" button is visible in the bottom right corner. The top navigation bar features the Meetup logo, "Find a Meetup Group", "Start a Meetup Group", a "SAVE 50% Until Feb 1" badge, "Sign up", "Log in", and a language dropdown set to "English".

meetup Find a Meetup Group Start a Meetup Group SAVE 50% Until Feb 1 Sign up Log in English

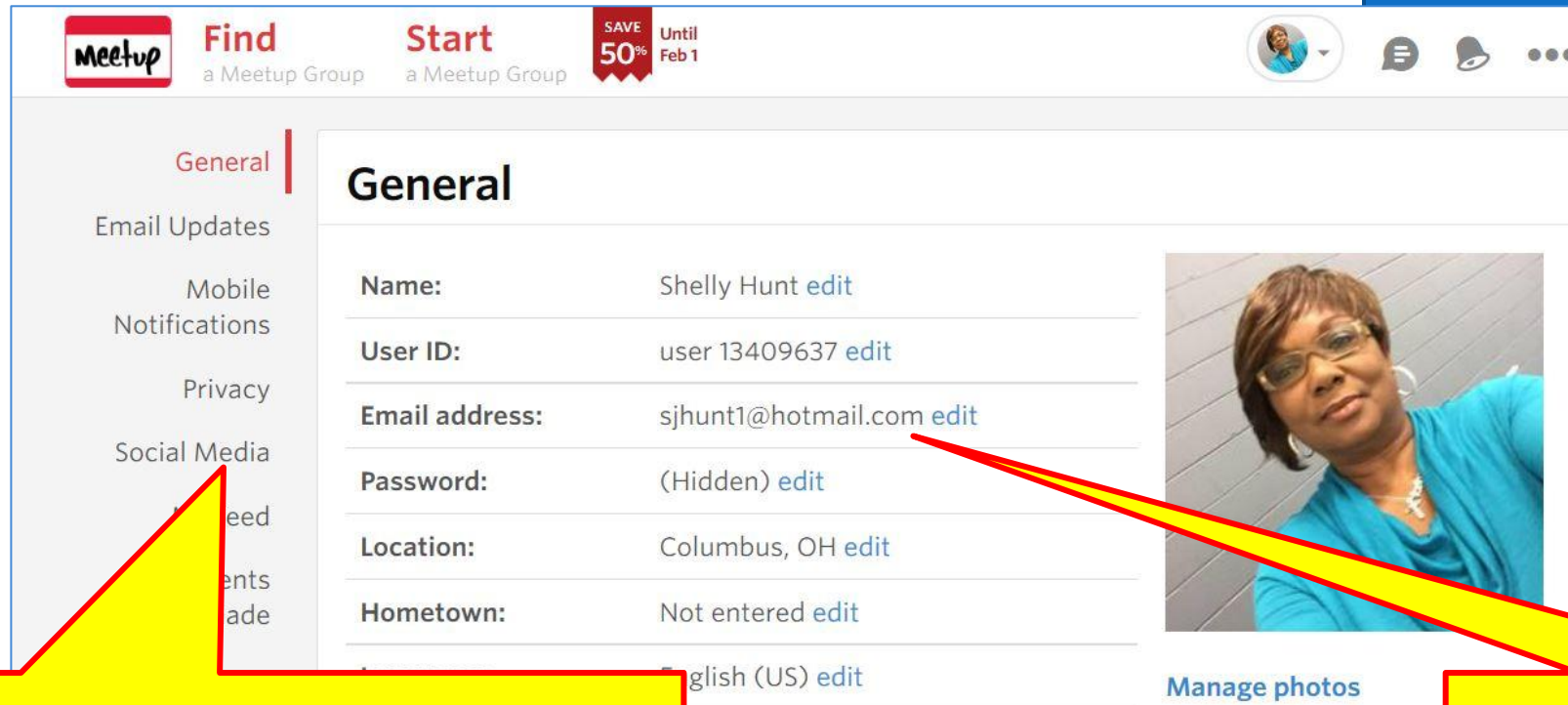
Toastmasters Clubs of Columbus and Central Ohio

Home Members Photos Discussions More

Join us!

Set Up Your Profile

1.
Meetup



The screenshot shows the "General" profile page on Meetup. The top navigation bar includes the Meetup logo, "Find a Meetup Group", "Start a Meetup Group", and a "SAVE 50% Until Feb 1" badge. The profile owner's name is "Shelly Hunt" and their profile picture is visible. The "General" section contains the following fields:

Name:	Shelly Hunt edit
User ID:	user 13409637 edit
Email address:	sjhunt1@hotmail.com edit
Password:	(Hidden) edit
Location:	Columbus, OH edit
Hometown:	Not entered edit
Language:	English (US) edit

Below the fields is a "Manage photos" link. A red arrow points from the "Email address" field to a yellow callout box on the right.

Use Facebook option

Email preferences:
Use a personal email address

Scheduling Meetings

1.
Meetup

Meetup



Welcome!

+ SCHEDULE A NEW MEETUP

Upcoming 140

Past

Calendar

Click the +

As an event organizer,
you can do this!

Event Organizer Role

1.
Meetup

The Meetup logo, featuring the word "Meetup" in a black, handwritten-style font on a white background, enclosed in a red rounded rectangle.

- ▶ Club, Area, Division meetings & events
- ▶ Interact with new Meetup members
- ▶ Interact with current Toastmasters members
- ▶ Role must be conferred by District 40

CONTACT: PublicRelations@d40toastmasters.org

Best Practices

- ▶ Recurring Meetings
- ▶ Contests and Events
- ▶ RSVP
- ▶ Welcome messages to new Meetup members
- ▶ Communicate on Meetup after the meeting

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Meetup

Meetup link: Share !!!

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Meetup

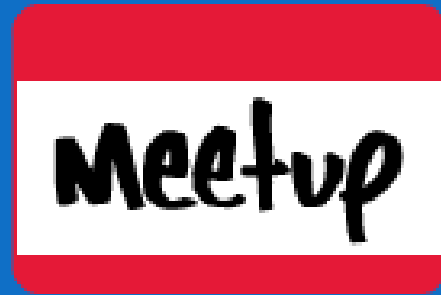
- ▶ Share Facebook District 40 web address
- ▶ Share on your personal FB profile
- ▶ Share MEETUP link with your Club
 - ▶ Ask them to join and RSVP to events
- ▶ Share via Twitter

Never miss
a last minute change.

Get the mobile app.



1.
Meetup



Toast-imonials!

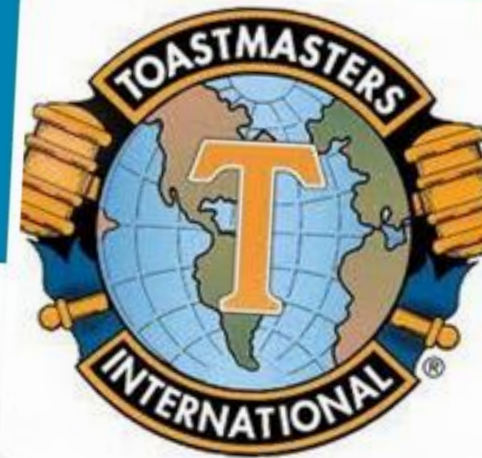
1.
Meetup

Meetup



TV Toastmasters

Meetup has the
“Don Schulze seal of approval.”



Miami V Toastmasters

@MV_Toastmasters

Miami Valley Chapter of Toastmasters International. We meet on the first and the third Thursday @ 6:30 @ Southminster Church in Centerville, OH.

📍 Centerville, OH

🌐 miamivalley.toastmastersclubs.org

District 40 Meetup INSTRUCTIONS

1.
Meetup

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Meetup

Go to: <http://d40toastmasters.org/>

Resources tab

Meetup Groups link

Contact Shelly Hunt, Meetup Administrator PR Committee for District 40

Shelly Hunt ACB, ALS
sjhunt1@hotmail.com
(614)214-9076

Meetup: Shelly Hunt
Facebook: Shelly.Hunt01
LinkedIn: shellyhunt

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Meetup

Social Media Focus in District 40

1.
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3.
LinkedIn

2.
Facebook



4.
Twitter



Facebook

- ▶ What is it?
- ▶ Benefits
- ▶ Get Started
- ▶ Best Practices
- ▶ Like us!

2. Facebook



What is Facebook?

- ▶ World's largest network of people
- ▶ 1.3 billion active users
- ▶ Available in 70 languages
- ▶ Founded in 2004 by Mark Zuckerberg and 4 other Harvard students
- ▶ District 40 Toastmasters currently has a Facebook Group, Facebook Page, and a Facebook parody

2. Facebook



Benefits

1. RECRUIT
2. ENGAGE
3. RETAIN
4. PROMOTE and CELEBRATE

2. Facebook



We get Stats!

2. Facebook



Showing data from 01/16/2015 - 01/22/2015

Page Likes

87 Total Page Likes
▲2.4% from last week

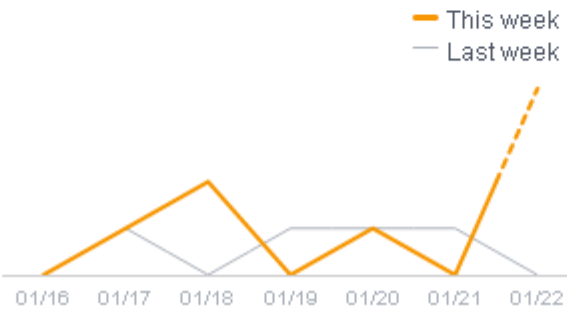
2 New Page Likes
▼33.3%



Post Reach

26 Total Reach
▼13.3% from last week

7 Post Reach
▲75%



Engagement

7 People Engaged *i*
▲75% from last week

1 Likes

1 Comments

0 Shares

9 Post Clicks *i*



Get Started

2. Facebook



- ▶ www.facebook.com
- ▶ Have an email address ready to use
- ▶ Set up a profile
- ▶ Google your questions or ask Francis 😊
- ▶ FB can look up your contacts in your email

Best Practices

2. Facebook



- ▶ Start slow
- ▶ Be careful of Facebook envy, showing off
- ▶ Don't post too often
- ▶ When in doubt, don't post!
- ▶ Unfriend when someone is acting up
- ▶ Don't share personal info



Toastmasters District 40
Non-Profit Organization

Liked Following Message

Timeline About Photos Likes More

PEOPLE >

87 likes

Karen Allen, Ed Shanley and 36 others like this.



Status Photo / Video Offer, Event +

What have you been up to?

Toastmasters District 40
Posted by Kathy Donovan [?] · December 31, 2014

Happy New Year!!! Did you make your toast yet?

2. Facebook



2 Page Likes
4 Post Reach
UNREAD
2 Notifications
0 Messages

Recent
2014
2013

See Your Ad Here

Toastmasters District 40
Happy New Year!!! Did you make your toast yet?

Boost Post

Like Our Page, Join our Group!

2. Facebook



- ▶ <https://www.facebook.com/toastmastersd40>
- ▶ <https://www.facebook.com/groups/D40toastmasters/>

Contact
Francis Kolis, Social Media
PR Committee for District 40

fkolis@amfin.com



Social Media Focus in District 40

1.
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3.
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2.
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4.
Twitter

AGENDA

- ▶ What is LinkedIn?
- ▶ Benefits of LinkedIn
- ▶ Getting Started
- ▶ Best Practices



3. LinkedIn

What is LinkedIn?



3. LinkedIn

- ▶ 300 million members
- ▶ 178.4 million visitors globally
- ▶ Any country that has internet
- ▶ Founded in 2002 for professional networking
- ▶ On the NYSE since 2011
- ▶ Toastmasters International official members
- ▶ Toastmasters International public group

Benefits of LinkedIn



3. LinkedIn

1. **Connect** - Build your Toastmaster Network
2. **Listen** - Share topics of the day
3. **Learn** - Ask questions, get ideas
4. **PROMOTE and CELEBRATE**

Getting Started

<https://www.linkedin.com/>

- ▶ Post a good, professional photo
- ▶ Put in company and other background information
- ▶ Join Groups that interest you



3. LinkedIn



3. LinkedIn

Best Practices:

- ▶ Link to people you know
- ▶ Endorse only who you have observed
- ▶ Join groups that will help fuel your goals
- ▶ Do not share publicly your birthday
- ▶ Be **VERY** professional in your posts

Social Media Focus in District 40

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4.
Twitter

Twitter



4. Twitter

- ▶ What is it?
- ▶ Benefits
- ▶ Get Started
- ▶ Best Practices
- ▶ Tweet!

Benefits of LinkedIn



4. Twitter

1. **Connect** - Build your Toastmaster Network
2. **Listen** - Share topics of the day - #
3. **Learn** - Give ideas, get ideas
4. **PROMOTE and CELEBRATE**

Getting Started



4. Twitter

<https://www.twitter.com/>

- ▶ Select a Twitter name that is memorable
- ▶ Put in a photo that looks good small
- ▶ Start following people and groups



4. Twitter

Best Practices:

- ▶ Use Hashtags
- ▶ Tweet meetings for practice
- ▶ Don't tweet when you are angry
- ▶ Be VERY professional in your tweets
- ▶ Use mentions @xxx
- ▶ Retweet all D40 stuff

Safety First!



- ▶ Get recommendations
- ▶ Visit in groups that you know
- ▶ Never go someplace new to you without research... or a partner
- ▶ Never share more than you want mom to see.
Also: Employees/students/pastor *will* see your posts!
- ▶ Don't share where your entire household will be



THANK YOU FOR ATTENDING!!!!

Q & A

Kathy Donovan
Public Relations Officer
District 40, Toastmasters International



CONTACT: PublicRelations@d40toastmasters.org