



District 35 Spring Business Meeting

Public Relations Report - Nancy McCulley, DTM

1. Social Media & Publishing Resources

- District 35 website
- Facebook page & group
- Canva
- Mailchimp
- Meetup groups
- Zoom

2. Summary of communications

- Weekly Facebook posts
- Weekly email newsletter
- Monthly PR Tactics sessions via Zoom (thanks to presenters and Yuriy Ksenidi)
- Quarterly publication of The Edge (thanks to writers and Susan Bruschafer, editor)

3. Highlights

- Meetup consistently attracted new members
- Open rate of weekly news consistent
- Lack of team members = difficulty meeting communication calendar deadlines

4. Future improvements

- More frequent addition of new members to Mailchimp list
- Member volunteers for postings, submissions, & Meetup admins
- Analyze reach of weekly news – add SMS?
- Add events to Facebook and create posting guidelines

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