# **Vice President of Public Relations**

Name	
Email	Phone
Special Notes	

## Key Responsibilities

Responsibilities	Due Date	Pathways Project	Support
Promote the club to the local community		L4 - Public Relations Strategies	
Create and maintain Social Media channels		L4 - Building Social Media Presen	
Update, maintain and keep current the club's website (Free Toast Host / Easy Speak)			
Prepare and send out News Letter ( Monthly, Quarterly, Semi-Annually)		L4 - Write a Compelling Blog	
Maintain current meeting date, time and location on the website, and other media			
Maintain the integrity of the Toastmasters brand, trademarks and copyrights			
Publicize upcoming meetings, contests and open houses. Provide the time and location for meetings.			
Club Success Plan (Supporting Role)			Support President
Attend Club Office Training (June-Aug and Nov-Feb)			
Keep up to date with the District Dispatch and Toastmasters Navigator newsletters			
Optional (Club Specific)			
Order / Prepare / Source Promotional Materials for distribution			
Publicize upcoming speech contests			Support VPE
Consent from members to use photos or videos			

First 60 days (Jul-Aug)
Attend Club Officer Training (June-Aug)
Get access to all online accounts
Decide on the schedule (Frequency of Updates)
Pre-schedule posts that are ready/standard
Ask fellow members for stories to share
Club Success plan (Assist)
Optional (Club Specific)
Meet with past VP PR for handover

### Year-ahead Checklist

Next 120 days (Sep-Dec)
Maintain schedule of updates for social media
Maintain club website and update regularly
Keep promoting club
Promote and celebrate member achievements
Publish club News Letter
Optional (Club Specific)
Promote club speech contest

# Next 180 days (Jan-Jun) Attend Club Officer Training (Nov-Feb) Maintain schedule of updates for social media Maintain club website and update regularly Keep promoting club Keep promoting and celebrating members Publish club News Letter Optional (Club Specific) Meet with new VP PR for handover Promote club speech contest Attend District Conference

## Educationals / Training

(Optional) Each club executive could present an educational at a club meeting

Educational / Training Topic	Pathways Project	Presenter
Examples:		
Moments of Truth (Due by Oct 31)	L5 - Lessons Learned	
How to write a speech	L3 - Inspire your audience	
How to give an evaluation	L4 - Question & Answer Session	
Meeting Roles and Responsibilities	L1 - Research & Presenting	

## **Other Tasks**