



CyberLife Tutors

Using Your Website and Social Media to Drive Membership

*Social Networking Connects the
Toastmasters Community*

April M. Williams

<http://www.CyberLifeTutors.com>



Agenda

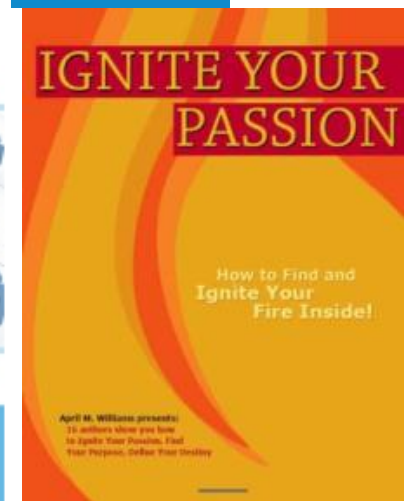
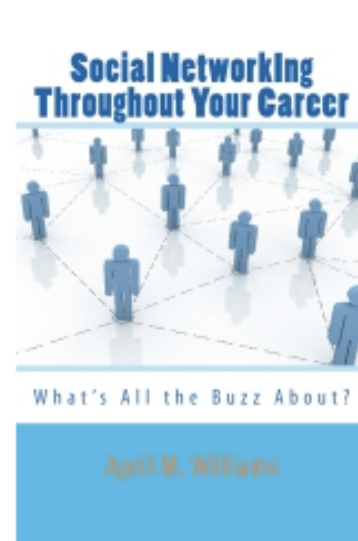
- What is Social Networking
- New blood for your club
- Using social networking at Toastmasters
- Find District 30 online
- Q&A



ARE YOU TWEETING? USE Hashtag #TMD30

About April M. Williams

- Speaker
- Author
- Coach
- Blogger
- Featured in
 - CBS Chicago News
 - Wall Street Journal
 - Nation's Restaurant News
 - Project Management Institute (PMI)
 - Savvy Magazine
 - Blacks Gone Geek
 - 808Talk Hawaii





What is Social Networking

- Online, rich content, multimedia
- Interactive conversation
- Omni directional
- Wisdom of crowds
- Responsive, real time

What tools are you using?

Big Five

twitter



LinkedIn

facebook



You Tube
Broadcast Yourself



I Use These Tools

These tools work

- LinkedIn +5000 connections
 - 2 LinkedIn groups
- Twitter + 5000 followers
- Facebook +500 friends
 - 2 Fan pages
- 3 Blogs
- YouTube + 130 videos



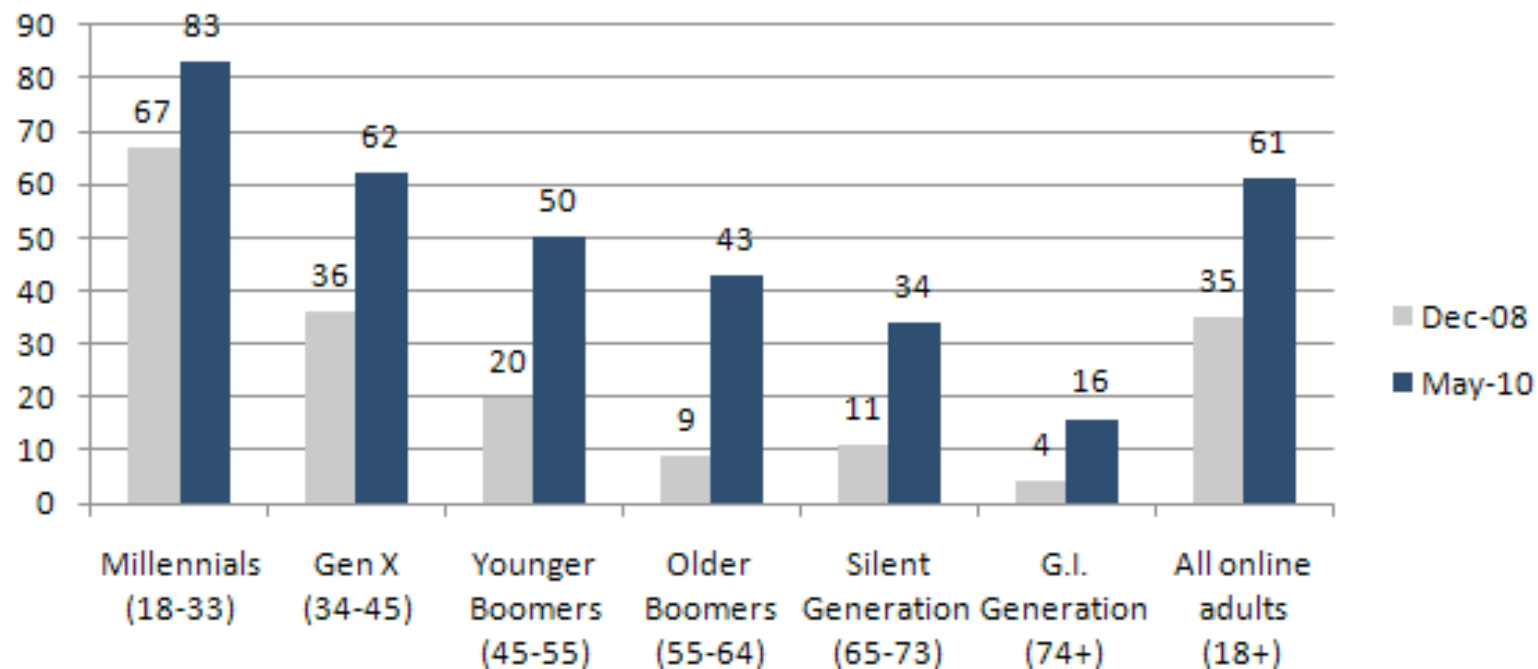
Finding New Members

- Talk to friends, relatives, coworkers
- Talk about Toastmasters
- Post pictures
- Link to videos
- Wear Toastmasters pin everyday
- Display Toastmasters magazine
- Distribute brochures and flyers
- Conduct Speechcraft programs

Social Networking Adoption

Changes in social network site use, 2008-2010, by generation

% of internet users who use social network sites, over time



Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older.



Social Networking Adoption

- Youngest generations more likely to use social networking
- Fastest growth ages 74 and older
- + 400% from 4% to 16%



Build Membership

Why encourage new members?

- New ideas
- Larger pool of leaders
- More fun
- Builds revenue
- Joy of watching others grow

Individual

- Establish credibility
- Visibility
- Reliable info source
- Share information
- Networking
- Fun
- Encourage the evangelist





Club

- Post events
- Event reminders
- Publish meeting notes
- Connect with prospective members
- Networking forum
- Agendas
- Send congratulations
- Highlight accomplishments



Finding New Members

How you can use Social Media Tools:

- Connect with friends, relatives, coworkers
- Talk about Toastmasters events
- Post pictures
- Link to videos
- Invite others to be your guest
- Distribute brochures and flyers



Treat Guests Properly

- Great guests at the door
- Sit with guests during meeting
- Speak with guests afterward
- Invite guests to coffee
- Comment on their Facebook wall
- Send link to club website, Facebook page
- Friend guests on Facebook
- Ask guests to come again



Club

- Post events
- Event reminders
- Publish meeting notes
- Connect with prospective members
- Networking forum
- Meeting Agendas
- Send congratulations
- Highlight accomplishments
- Publish photos



District

- Post events and reminders
- Networking forum
- Link to local clubs
- Encourage club visits to other clubs
- Connect with prospective members
- Agendas
- Send congratulations
- Highlight accomplishments
- Share best practices



International

- Post events and reminders
- Networking forum & share best practices
- Link to local chapters
- Encourage visits to other chapters
- Connect with prospective members
- Agendas
- Send congratulations & highlight accomplishments
- Publicize conference



Find These Toastmasters Here

- Toast of Chicago website
<http://toastofchicago.org/>
- Yahoo group
toastmasters_district30@yahoo.com
- Twitter www.twitter.com/toast30
– hashtag #TMD30 when sending tweets
- Facebook
www.facebook.com/Toastmasters-District-30-Chicago



D30 on Facebook

facebook

Toastmasters District 30 Chicago

Wall Info Photos Boxes

Share: Post Photo Link Video

Write something...

Toastmasters District 30 Chicago + Others Just Toastmasters District 30 Chicago
Just Others

CyberLife Tutors ▾ April M Williams Looking forward to speaking tomorrow Toastmasters District 30 Chicago Toastmasters Leadership Institute #TMI <http://wp.me/p1fzuL-Rn>

Social Media to Promote Your Toastmasters Club | CyberLife Tutors
wp.me
Learn how Toastmasters clubs are using social networking. Author, Speaker, Coach, Blogger April M. Williams shares best practices with fellow Toastmasters.

4 minutes ago · [View Post](#) · [Remove Tag](#)

Theresa Banks Hi District 30 Toastmasters. Please drop me an email at mail2banks@aol.com if you're interested in being a guest on my radio talk show. www.blogtalkradio.com/ellacec I hope you are all doing well! Terri Banks, HF TM
November 6, 2010 at 10:22pm · [Like](#) · [Comment](#)

Information

Location:
Chicago, IL

13 Friends Like This
6 of 13 Friends [See All](#)

D 30 on Twitter



twitter Search Home Profile Me

Timeline Favorites Following Followers Lists

toast30 Chicago Toastmasters
You're Invited - Jahres...what?: Dear District 30 Club Members: Polyglots Toastmasters wishes you all the bes...
<http://yhoo.it/eoQFw6>
10 Jan

toast30 Chicago Toastmasters
Toastmasters 101 Session: Toastmasters: I will be presenting a Toastmasters 101 educational session at the Ora...
<http://yhoo.it/hmCIWk>
24 Nov

toast30 Chicago Toastmasters
District 30 Toastmasters - WTTW Volunteer Pledge Drive: District 30 Toastmasters WTTW Volunteer Pledge Drive Pr...
<http://yhoo.it/cXkflw>
16 Nov

toast30 Chicago Toastmasters
Thanksgiving Parade 2010 speaking volunteers needed: Greetings everyone, The parade needs about four announcers...
<http://yhoo.it/8YyS59>
15 Nov

toast30 Chicago Toastmasters
Opportunity to be heard on internet radio...: Hi to all Toastmasters. This email is a head's up that I'll begin... <http://yhoo.it/8ZJTIM>
15 Nov

toast30 Chicago Toastmasters
Youth Debate Contest: Hello District 30 Membership, I have been asked by the Tournament Director, Diana Wolfson...
<http://yhoo.it/cM9cGM>

Toastmasters on YouTube

- 2  [Cary Grove Toastmasters \(Sowatzke\)](#)
April 15, 2009, 12:57 PM | Come join Cary-Grove
[Edit](#) [Insight](#) [Public](#)

- 3  [Cary Grove Toastmasters \(Simatos\)](#)
April 15, 2009, 12:57 PM | Come join Cary-Grove
[Edit](#) [Insight](#) [Public](#)

- 4  [Cary Grove Toastmasters \(Sheldon\)](#)
April 15, 2009, 12:56 PM | Come join Cary-Grove
[Edit](#) [Insight](#) [Public](#)

- 5  [Cary Grove Toastmasters \(Saxelby\)](#)
April 15, 2009, 12:56 PM | Come join Cary-Grove
[Edit](#) [Insight](#) [Public](#)

- 6  [Cary Grove Toastmasters \(Kabele\)](#)
April 15, 2009, 12:55 PM | Come join Cary-Grove
[Edit](#) [Insight](#) [Public](#)



Next Steps

- Network with other clubs
- Share best practices
- Read up
- Consulting
- Build Your PR presence
- Just do it!



Best Practices

Take note of other organizations

- Is the audience the same?
- How are they using these tools?
- What can I learn from them?



Connect With Me

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