

District 18 Toastmasters
PUBLIC RELATIONS, WEBSITE, CALENDAR AND SOCIAL MEDIA



CONTENT SUBMISSION FORM [Universal]

District 18 accepts

- ▶ Event information for publicity & promotion.
- ▶ Completed articles and content submissions for the website's *The District News*, *The District Buzz* [blog], photo gallery, video gallery, brag board and press releases.
- ▶ Want to share it on social media? Use **this** form to share it on one of District 18's official social media accounts. This form allows Toastmaster members to submit their content for publication on the World Wide Web and on District 18's social media accounts, which currently include Facebook, Twitter, You Tube & Google+.

Note:** Any photos for inclusion should be high resolution, 300 x 300 dpi for web & mobile uploading. If you are submitting articles and other material, please see the **Submission Guidelines** for more information. ***This form is universal for ALL public relations, website, calendar and social media updates.

TODAY'S DATE: _____

PERSONAL INFORMATION

Fullname: _____ Educational Achievement Acronym: _____

Home club name (if applicable): _____ Club #: _____

Home club location (if applicable): _____

Area: _____ Division _____

Area Director Name: _____ Division Director Name: _____

Contact Telephone Number(s) [*required]: _____

EVENT NAME

Event Day(s) [i.e. Monday]: _____

Month, Date, Year: _____

Time(s): _____

Building name: _____

Location's GPS Address: _____

City, State: _____

On-Site Contact Person: _____

Event Organizer's Contact Ph# _____

Brief description of event can include names of speakers and/or sponsors, contact phone number, website, and/or e-mail address & the text for your promotional message. You may attach on a separate sheet in both, Word.doc, PDF, PowerPoint or Excel files e.x. a flyer/ chart

If you are submitting an article - Do you have professional writing experience? If so, insert the short by-line

What is your experience or expertise on the topic? (100 words maximum)

QUERY INFORMATION

Please summarize your article in 3-5 paragraphs, and state why it is relevant to a **District 18 Toastmasters** audience.

Please list sources you intend to use to substantiate your article (Toastmaster members, subject-matter experts, published material, et cetera):

Please provide audio and/or video links and/or high-resolution photos (attached via email) that would add value to your article:

SOCIAL MEDIA CAMPAIGN NAME

Your information will be scheduled as soon as possible unless you tell us a specific day, date and time, you want it posted.

Your Email Address [*required]: _____

Your Name as It Should Appear [*required]: _____

Desired Time(s) of Post [*required]: _____

Desired Day(s) of Post [* required - i.e. Monday, Tuesday etc.] _____

Date of Post [*required i.e. 08/14/2017]: _____

Frequency: _____

Enter Your Club/ Area/ Division/ District **PLUS** Committee Name You Represent _____

Enter the Name & Role of the Next Person in the Organizational Chart [*required]: _____

What is the primary social media audience for your post? _____

What type of content do you plan to post on District 18 Toastmasters social media accounts? [Check all that applies]

- News and Updates
- Events
- Photographs
- Videos
- Shares [content from other social media sites]
- Other [please specify] _____

Social Media Feed

- Facebook Fan Page [our business page, of interest to prospective members, “Likes,” fans, the greater community, public, fans, members of the media & TI WHQ]
- Facebook Group Page [of interest to paid, active District 18 Toastmaster members; closed group]
- Twitter [of interest to prospective members, fans, followers, the greater community, public, fans, members of the media & TI WHQ]
- You Tube Channel [of interest to prospective subscribers, members, fans, followers, the greater community, public, fans and members of the media & TI WHQ]
- Google+ [of interest to prospective subscribers, members, fans, followers, the greater community, public, fans and members of the media & TI WHQ]

Your Post Details [Tweets are limited to 140 characters*]

URL - Link to additional information, including multimedia such as photo or video

Please note: All content submissions will be reviewed and is subject to approval of each page and feed by the District Public Relations Manager. If appropriate, it will be posted. District 18 Toastmasters reserves the right to make changes to copy in order to maintain consistency in brand voice and language that meet Toastmasters International guidelines.

Questions? Email: prm@toastmasters-d18.org

Who will write this content? (Check one box) I will prefer someone else does (we have content writers available)

Please email content submissions to prm@toastmasters-d18.org, and include the word “**SUBMISSION**” **FIRST IN THE SUBJECT LINE, ALONG WITH 2-5 WORDS DESCRIBING THE TOPIC (E.G., “SUBMISSION: AUSTIN POWERS GET CC AWARD”)**. Your proposal will be reviewed in the order received. The editorial team reviews each one, but because of the High volume, individual feedback cannot be provided. *Acceptance of an article query does not guarantee placement of the completed article. All placements will be notified via email.*