



District 18

Public Relations Manager Report

We build new clubs and support all clubs in achieving excellence.

District 18 Public Relations Team

Public Relations Manager



Felicia Rowe

Newsletter Editors



Beth May



Christine Limparis

Webmasters



Keisha Shepherd



Beatrice "Bea" Vilme

Online Calendar Manager

Anthony "Tony" Whitten, DTM

Conference Public Relations Team

Shayna Hamlett, Wajiha Khan & Terri Abramovitz, DTM

District 18 Public Relations Achievements

D18 Event Promotion

- **Sidesplitter Competition Series**
 - Created brochure & flyers
 - Executed a weekly social media campaign
- **Club Officer Trainings**
- **Spring Conference**
 - Multi-faceted approach using all available D18 PR tools
 - Real-time PR with dynamic content

Creative PR Events

- **PR Roadshow Event at Coppin State University – November 2025**
 - In partnership with Mr. Coppin State
 - Introduction to Toastmasters, public speaking tips and a Table Topics challenge
- **Manus AI Training – March 2026**
 - Introduction to an AI digital assistant which conducts complex, multi-step tasks independently
 - Great for creating digital PR assets

D18 Spotlight - Newsletter

Updated Format – October 2025

- **Accomplishment:** Redesigned monthly newsletter to improve readability and organization of content
- **Opportunity:** Further streamline content to reduce word count, incorporate more dynamic content and create a separate publication specifically for non-actionable content

Engagement and Readership

	Jul '24-Jun '25	Jul '25-Mar '26
Avg. Sent	2491	3105
Avg. Delivered	2342	2801
% Opened	56.2%	50.6%
% Clicks	7.7%	5.1%

Social Media Outreach

D18 Facebook group

- 778 followers
- Top performing posts: TLI Club Officer Training, Sidesplitter Challenge & District All-Star Showcase

D18 Closed Facebook group

- Membership at 814 as of April 2026 – 288 actively engaging
- Top contributors are Women in Baltimore
- Top performing posts: Event photos, member achievements, and District All-Star Showcase

Instagram

- 1,715 followers
- Top performing posts: Event photos & TLI Club Officer Training

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