

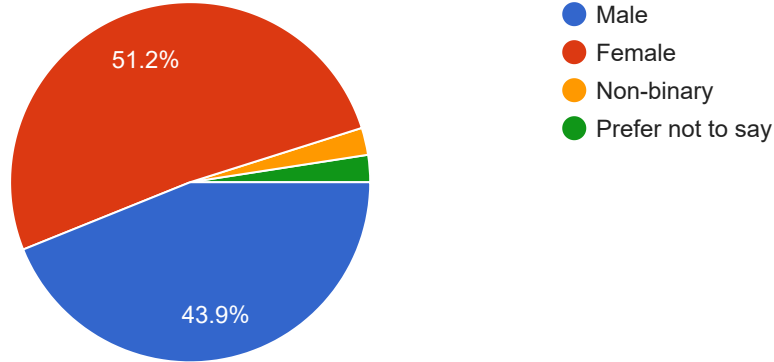
District 72 Toastmasters - Survey

41 responses

Q1. What is your gender?

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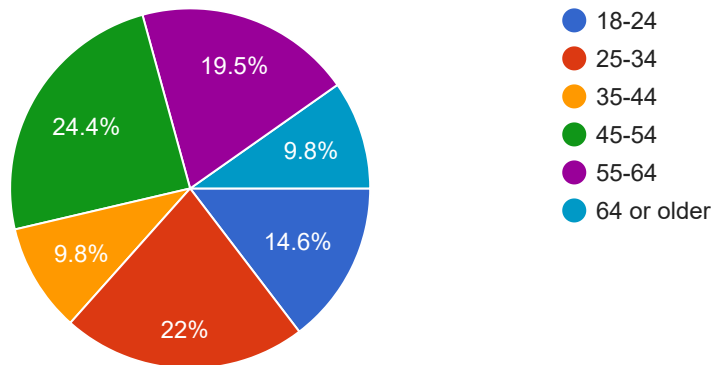
41 responses



Q2. How old are you?

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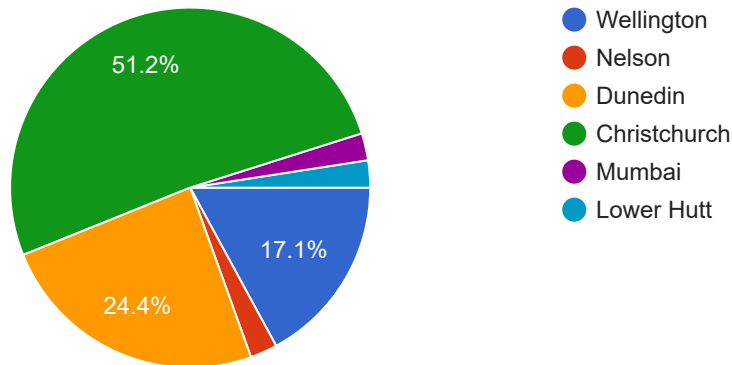
41 responses



Q3. Where do you live?

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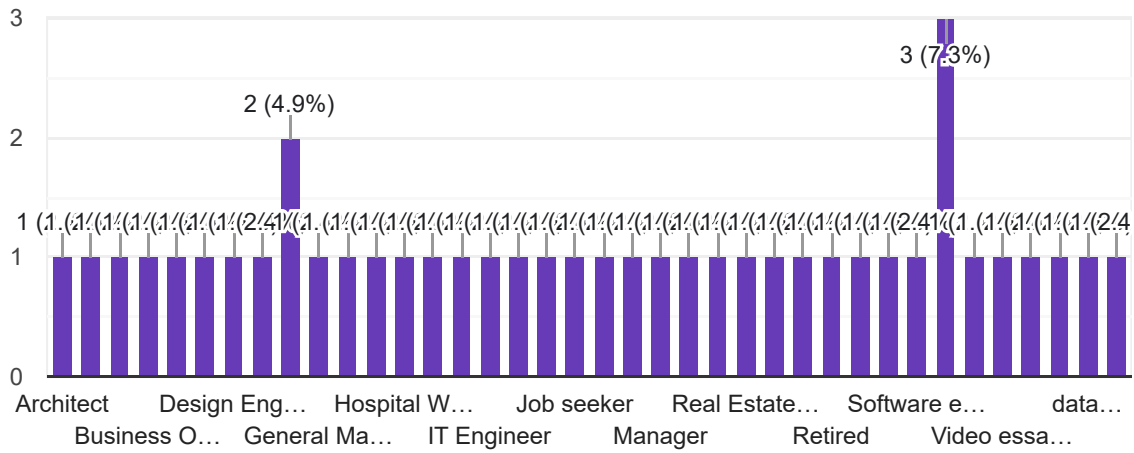
41 responses



Q4. What's your occupation? (if retired, please indicate)



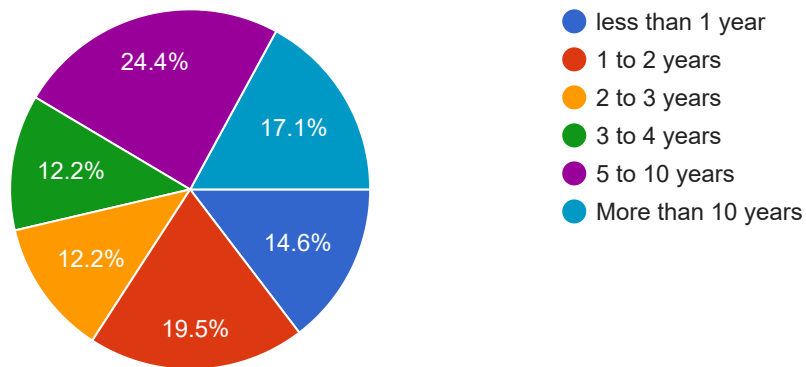
41 responses



Q5. For how long have you been a Toastmaster?



41 responses

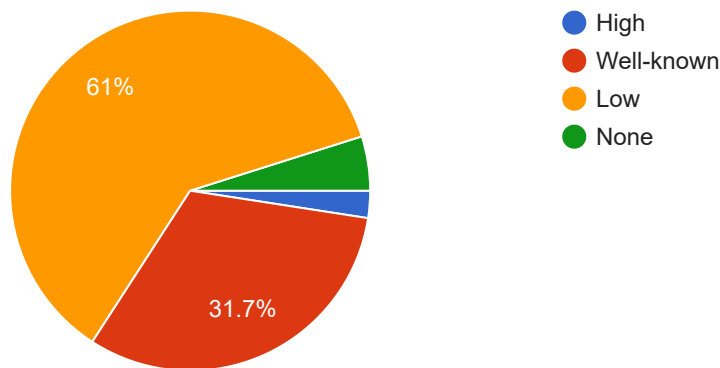


The District's Public Online Presence

Q1. Rate Toastmaster's public online presence in the District (South Island and Greater Wellington) as a whole.



41 responses



Q2. How could its public online presence be improved?

41 responses

People knowing what toastmasters does as I think people have heard of it.

Offering programs to primary school children.

More social media marketing

SEO

Better SEO

Not sure

Radio Community News

By posting meeting pictures, videos, reels, interesting facts/interesting content

A younger social media team. Older generations don't understand current trends and how to captivate the young audience that use social media.

Less money on billboards and useless positions, more money on social media paid presence and free presence. Sometimes content pays for itself.

I have found that even members of clubs do not look at their own club websites and Facebook pages. Some members left when Pathways were introduced, and no one did anything about that. Some clubs are more open to easy-speak, a non-ToastMasters software, than they are to Pathways. Members who are IT literate have commented that the websites (local, District and International) are out of date. They need to look more appealing

sources of digital marketing as well as treating each club like a networking group whereby each member feels a sense of pride in introducing new members.

More online marketing

More posting of things that may benefit people to join

those who sees the post are already interested in Toastmasters. it needs to adapt to current audience. see stuff like Joe Rogen chrisma on command to see what audience want

Show & tell once a year

More articles in the media especially when someone accomplishes something or an important event. Possibly posters in public areas would be good too. Word of mouth is also a good idea. Social media is good, but only people following club social media pages or looking for a hashtag eg #publicspeaking will see it.

Two way engagement with the Clubs, making the District a central hub for them.

Increased promotion to key growth groups

unsure

Targeted advertising

Gain more awareness through online marketing

Community is to be more proactive in their communities

I think we need to move to other social media platforms like Instagram and have it linked back to a polished website. People like short-form videos (1 min or less), which could be posted as reels on Instagram and a website.

I'm not really online so not sure

More promotion and postcards

More clubs clubs being active on X and YouTube.

Videos and ads

Rebranding - Toastmasters is such a great place to help improve public speaking but the branding and marketing is dated.

More advertising on social media platforms, attendance of expos etc.

Umsure

As a member of the District 72 FB group, the presence is quite well-known, but not entirely sure how similar it is for the general public. It probably can be improved with more public content shared in the open, separately from the members only group.

Maybe go sponsored posts on FB and IG.

I don't have any idea

Many people in Wellington know about Toastmasters but don't join. Range of factors affect why people don't join. Suggest we focus on the wide range of benefits in our advertising campaigns. Would suggest billboards in cities using real Toastmasters. Personal stories are powerful.i

N/A

For any advertising to look polished

Social media posting

Awareness through marketing

Google analytics applied to all club home pages. COT training on how to maximise your hits

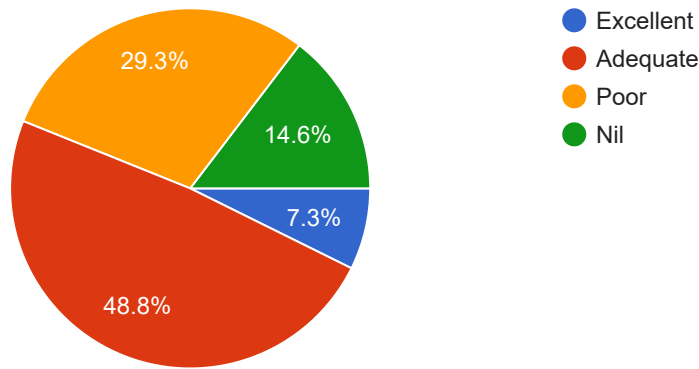
I think it's OK. The main presence I see is on Facebook (plus an excellent website thanks to the work of Brad Grootlear.)

Posts catered to non tm audience, different modes of posts (diversity), purpose to posts

Q3. Rate the relevance to the public of District 72's online content as a whole.



41 responses



Q4. How could its content's relevance to the public be improved?

41 responses

Haven't seen the content online.

I don't know?

More outreach

I don't know

It depends what the purpose of making it relevant to the general public is for

More content

Awareness that come as you are no matter what stage you are at

By posting relevant videos,pictures interesting content about district, post what the district has to offer

Again, target younger audiences aswell. Its obvious that the target is broad, but not investing in youth is a recipe for future failure.

There needs to be something for each generation

Find the segment of the market that you are most interested in Appealing to. Once that is known, then you can form a more clear narrative and vision of what Drives and motivates those individuals or audience members.

An example might be if you're trying to appeal to a younger demographic, find out what young people want to get out of life. This might be things like an increased sense of confidence, empowered ability within the workforce so that they don't feel stepped on. All of which are things that Toastmasters can provide. Does Masters teaches people how to conquer? Their speech and articulate thoughts in a clear and concise way. This can be useful for a younger demographic, but if the appearance of Toastmasters is for older folks sitting in a room just giving speeches, it does not resonate with younger folks.

Perhaps more emphasis on other aspects of TM like socially

Less table topic questions

there is not really attract post mostly what we have done post

Show & tell once a year

Is already excellent. As long as people know it exists there shouldn't be any problem.

Helping clubs with the big challenges they face, relevant to where the districts clubs are at.

Upgrade to meet new users

unsure

I never see it

Online marketing, focus on corporate clubs

In my humble opinion I feel that it has a more of a business front feel than a public.

As above in question 2

Awareness. I've not spent alot of time online but I wasn't aware there was so much info available

More publicity

Highlight to some of the best club videos.

Videos

Refreshing and understanding what the 'market' is demanding. People are time poor if we put a lot of pressure on people to commit to yet another thing they wont want to.

Need to bring them in for what they are looking for. To know we are real people that they are going to be attending meetings with.

Unsure

maybe with some tips of public speaking and how being in the supportive community can help practice those tips for skill improvement.

Really unsure as I am a new member.

Radio advertising

Again, personal stories, short videos which are relevant to both members and prospective members.

N/A

I don't know what the content is

Not sure

Marketing

Very focussed on present members

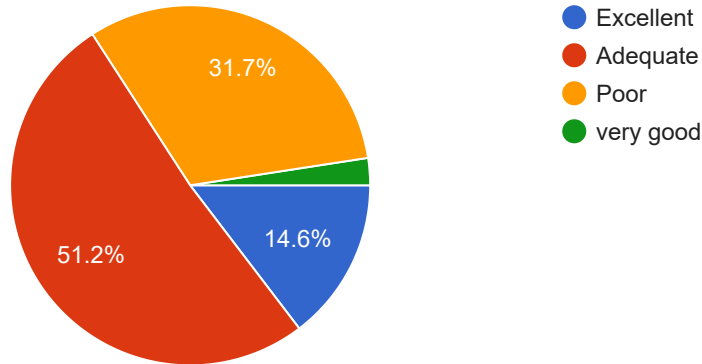
Not sure, maybe more frequent posts, but overall I am satisfied with it

As above

Q5. Rate the attractiveness of the publicly-accessible content as a whole.

 Copy

41 responses

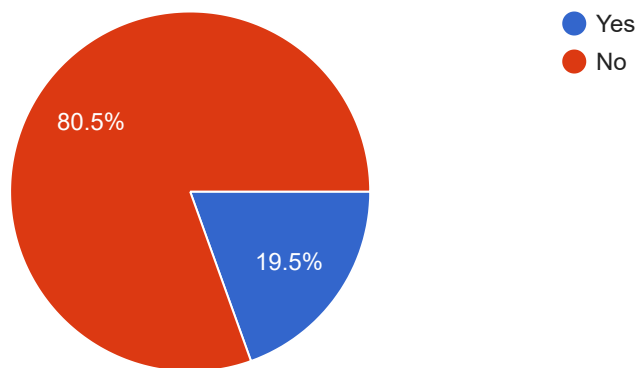


Video Content

Q6. Is Toastmaster's video content showing up on the best possible platforms and sites as a whole?

 Copy

41 responses



Q7. Name the best sites and platforms?

41 responses

I don't know

Facebook, ticktock, Instagram, YouTube, LinkedIn

Facebook

Nil

-

Facebook Instagram

Facebook, Instagram, Linked in

As a younger participant:

Instagram,

Tiktok,

LinkedIn

Youtube

ToastMasters International is the best kept one. District and local not so much

I'm not an expert on different platforms but again, I think it depends on the audience you are trying to reach. If it's younger people, probably TikTok, Instagram and YouTube are viable channels.

Youtube, Instagram etc

No idea - I haven't seen any video content

Instagram reels but also ticktock

Edge

I don't thing there is any District 72 content on Youtube, and I don't think there are many videos on Facebook or other social media.

Facebook, website, youtube, Instagram

Research to find what new and potential members use. Define appropriate target markets.

unsure. might want to clarify this question for next survey round

Not seen on any

YouTube

Google, Facebook & Insta

Facebook is still a good platform, but moving to Instagram and potentially having our own YouTube channel would be good. YouTube in particular, because you can create an online community that people can interact on.

No idea

I don't know

X, YouTube

/

I don't use social media so can't say.

Facebook, LinkedIn, Media website advertising

You tube

Instagram and LinkedIn

IG or even Tic Tok

Yes

No idea.

Content on Facebook/Instagram/Tik Tok would help with publicity, but I'm not sure if this is what you mean.

I have no idea

Instagram

No sure

Linked in instagram

I don't really understand the wording of question 6. I see occasional videos on Facebook

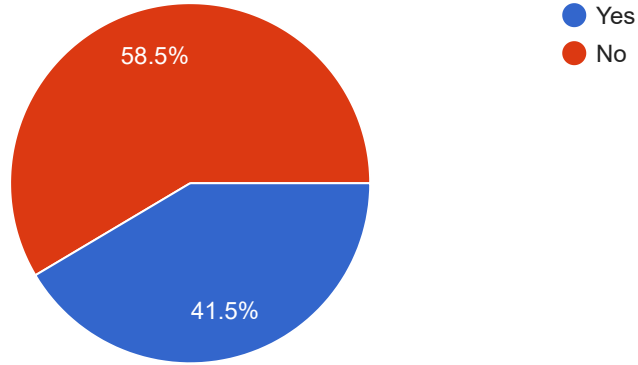
Instagram tik tok podcasts Facebook

Written Content

Q8. Is Toastmaster's written content showing up on the best possible platforms and sites as a whole?



41 responses



Q9. Name these platforms and sites?

41 responses

I don't know

Facebook, ticktock, Instagram, YouTube,LinkedIn

Email

Can't name any but I'm sure I'll see some youtube videos if I searched

I don't know

Nil

-

District 72

Facebook, Instagram, LinkedIn and District website

I haven't seen anything.

ToastMasters International is the only site that really keeps up to date

n/a

Websites are good

I don't know where you're posting

don't really read org stuff

Edge

Facebook, Instagram

Need a central place to share information and engage with clubs, Facebook groups don't cut it

I don't know, this needs to meet our key markets, which I assume are defined.

unsure. might want to clarify platforms to survey users in next round of distribution

Not seeing any

To be honest I'm not sure

Can't

I know that we have a facebook page, which I have to say I have not visited in a while.

I'm not aware of the content

Newsletters in my email inbox.

Facebook instagram

I have never seen any marketing material for toastmasters. Toastmasters own website is dated and hard to use, so even pointing people to the website isn't a good idea.

Facebook, linkedin, media websites - e.g ODT, Stuff

Tou tube

I think the official website is sufficient

Google search?

Not too sure

Again, no idea as I try to avoid a lot of social media.

Toastmasters?

District webpage

Not sure

Local media stories like neighbour ly

Again I don't really understand the question. I see content on Facebook mainly.

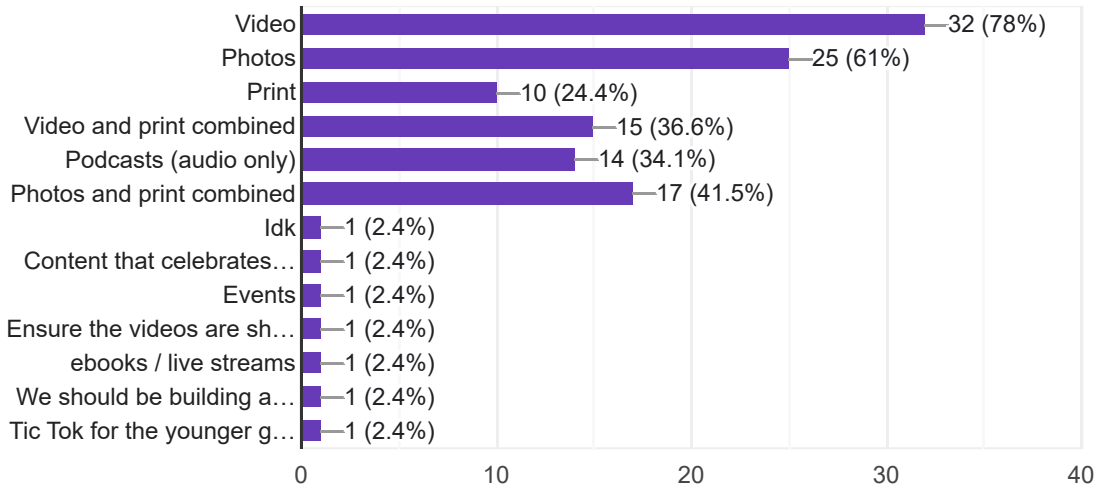
Newsletter, Facebook pages and groups, website

Content, Distribution and Consent



What content ought we publish (more of) online?

41 responses



Where should we publish this content (be specific which content could go where) and why?

41 responses

Facebook, Instagram, ticktock and YouTube, where it could come up in the short videos, as people choose to keep watching these videos rather than choosing to click on them.

Social Media. Because, this platform reaches nearly everyone.

Tiktok, Instagram, Facebook

Social media, which I don't use

YouTube shorts (and long form), Instagram reels

People can see what TM is like

Facebook and Instagram

Facebook, Instagram, Linked in, District Newsletters, Google and District Website

Instagram, Tiktok, LinkedIn

Adapted and published on whichever social media sites are trending

Instagram, TikTok, Facebook, youTube, podcast apps, pinterest boards

Youtube, Instagram possibly twitter

Social media platforms, Google

Instagram, Facebook and ticktock try reels

Sorry - no opinion, as long as there is once central hub (maintained by the club, to make it relevant) with references to other sources

Videos and text on Facebook, Instagram and maybe Twitter (X) and LinkedIn. Podcasts could be published on Spotify and other podcast sharing sites.

Public facing pages, on facebook, website, youtube, etc

I don't know, who do we want to reach, and where do we get to them??

continue publishing on social media accounts

Facebook

Don't know

Don't know to be honest.

Podcasts are currently ranked as the place to go to make content. You could record winning speeches and upload them as a podcast series.

No idea

Interviews, events

X, YouTube, LinkedIn, Facebook, Instagram, Ticktock,

Videos online reels etc on social platforms

-

Instagram, Facebook, LinkedIn - videos with content.

Membership

Video and Photos with short text/caption can be useful to post in Instagram and LinkedIn.

Social media platforms?

The Press, 2nd page

TMNZ, Youtube

Videos - Facebook, Instagram and Tik Tok for short form. Podcasts - Spotify and Youtube. Photos and Print - Facebook, Instagram. This is just where I would come across content myself.

Linked in for business people/networking. Facebook for millennials+, Instagram/TikTok for gen z & millennials

Web ads, local community newspapers

Neighborly, CAB's Community gathering sites

No sure

I am fairly happy with how things are. Maybe more short video content of an educational nature.

Videos - Instagram/tik tok. Podcasts Spotify. Photos Facebook

What ought to be best practice for (where appropriate) acquiring consent to publish people's images and voices in District media (whether online or offline)?

41 responses

Get people to sign a photo and media use/release form

Printed forms and documents people can download and sign. They could send their signed documents by email or post or give them into their club as required.

Obtain permission

Always ask for permission

Nil

Initial sign-up

Consent forms

Email to ask their permission or ask them to fill in a consent form

Direct message.

Best practice is to find what people want and deliver it, with a bottom up approach, rather than top down

?

Asking directly or otherwise forms

You need written consent from anyone when you are using their image - see PRM manual for details

asked them and don't be offended if they want it to take it down after

Tick box within easy speak

I'd prefer written consent. I have seen cases where someone would ask for verbal consent from a group, but I feel that sometimes there may be people who don't like to say that they want to decline for various reasons. Written consent can either be writing on a piece of paper or in the chat during a Zoom/Teams meeting. I'd like to also point out that if they do consent, are they agreeing to being published on District media as well as being shared on people's private social media sites? If I'm running a training session for example, and people consent to have their photo taken for District Social media, do I have to get their permission to share it on my personal media accounts? Or since their photo is already public on District do I need to ask them permission for my own personal social media?

Na

At club level when members are admitted.

unsure

An email

Upon application of their membership

Unsure again.

Ensure compliance with relevant New Zealand privacy laws: Privacy Act 2020.

Written Consent:

Obtain written consent from individuals before publishing their images or voices. This consent should be clear, informed, and specific to the intended use of the material.

Scope of Consent:

Clearly define the scope of the consent, including where and when the material can be published, and for how long.

Right to Withdraw Consent: Inform individuals that they have the right to withdraw their consent at any time.

Purpose of Publication:

Explain the purpose of publishing the images or voices and how they will be used.

Potential Consequences:

Inform individuals of any potential consequences or risks associated with publication.

Third-Party Rights:

If images or voices involve third parties (e.g., children, identifiable individuals in the background), obtain consent from all relevant parties.

Sensitive Information:

Avoid publishing images or voices that reveal sensitive personal information, such as addresses, phone numbers, or financial details.

Sorry for the long answer.

Asking before taking photos etc

Both

Check with the club/event and speaker when shooting content.

Check again with those identifiable in the content before publishing.

Once published, let those people know so they can share with friends.

Raido

Following the Privacy Act, not pushing people into anything

Consent form as part of membership form.

Vote

For longer content, where the individual being featured and highlighted, probably with a written consent and specify the media where they are featured. But for short content / group photos / where the individual is not highlighted, maybe only introduce opt-out consent before the media being produced?

Yes it should be

NA

Acquire written permission from anyone whose image will appear in any District media.

When people join Toastmasters, getting them to sign the permission form or noting them down if they don't want to sign it. Also, asking before taking a photo, recording or video if anyone would like to step out.

I don't know, I prefer to be told in advance, e.g. when photo is taken

Get the overarching consent at the beginning

Signed Consent form

Online. Part of club induction

As long as consent is clearly given it doesn't matter to me. Ideally something in writing that we can retain as a record. In some circumstances consent is implied, i.e. if people allow their photos to be taken at a public function

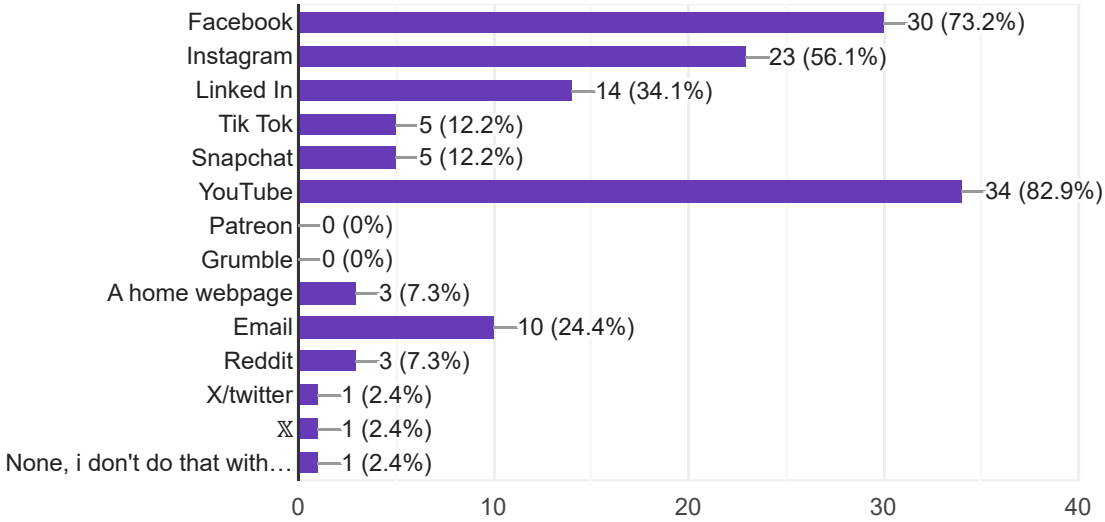
Signing TMI press release consent form or making our own

Your Habits - Video, Podcasts & News



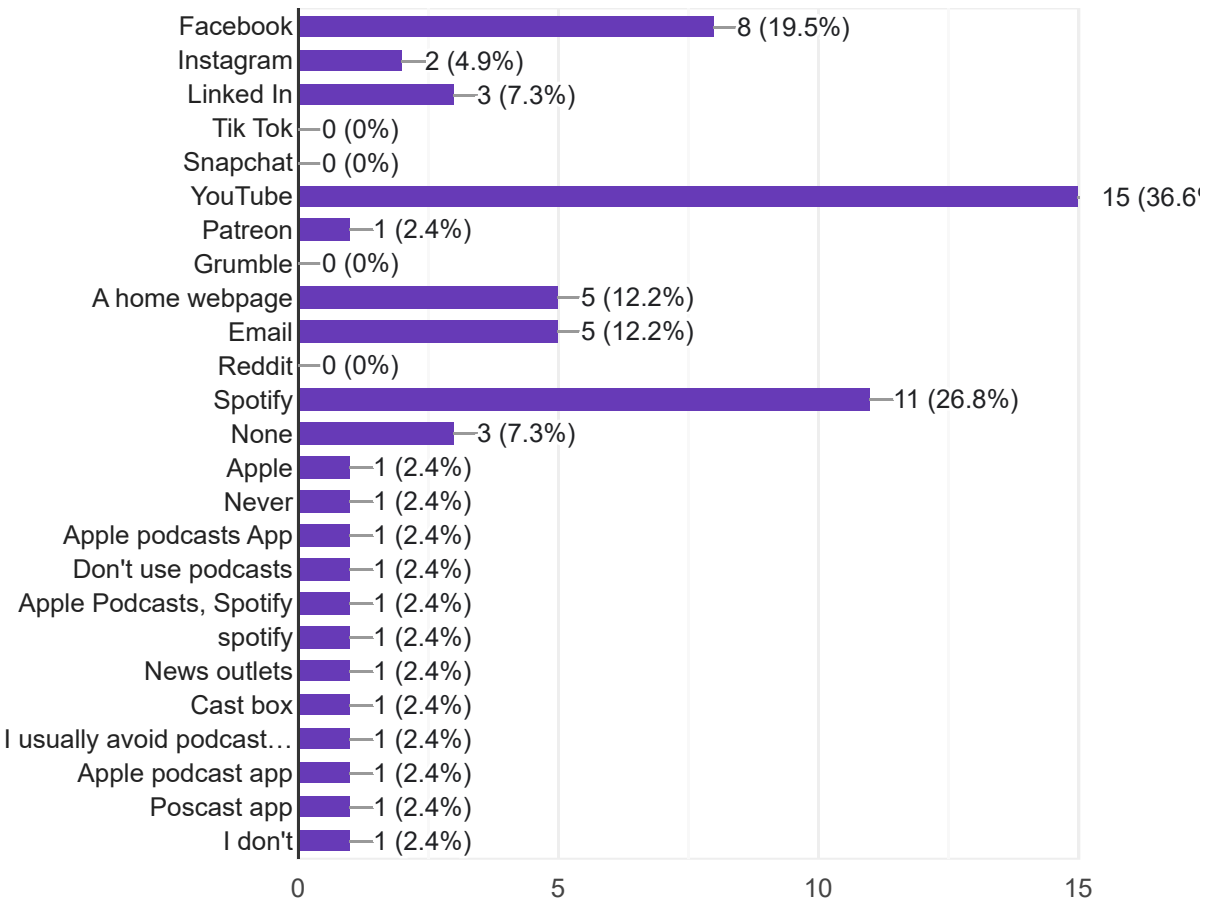
In the past 12 months, which of the following platforms did you use often for accessing video?

41 responses



In the past 12 months, which of the following platforms did you use often to access podcasts (with or without video)?

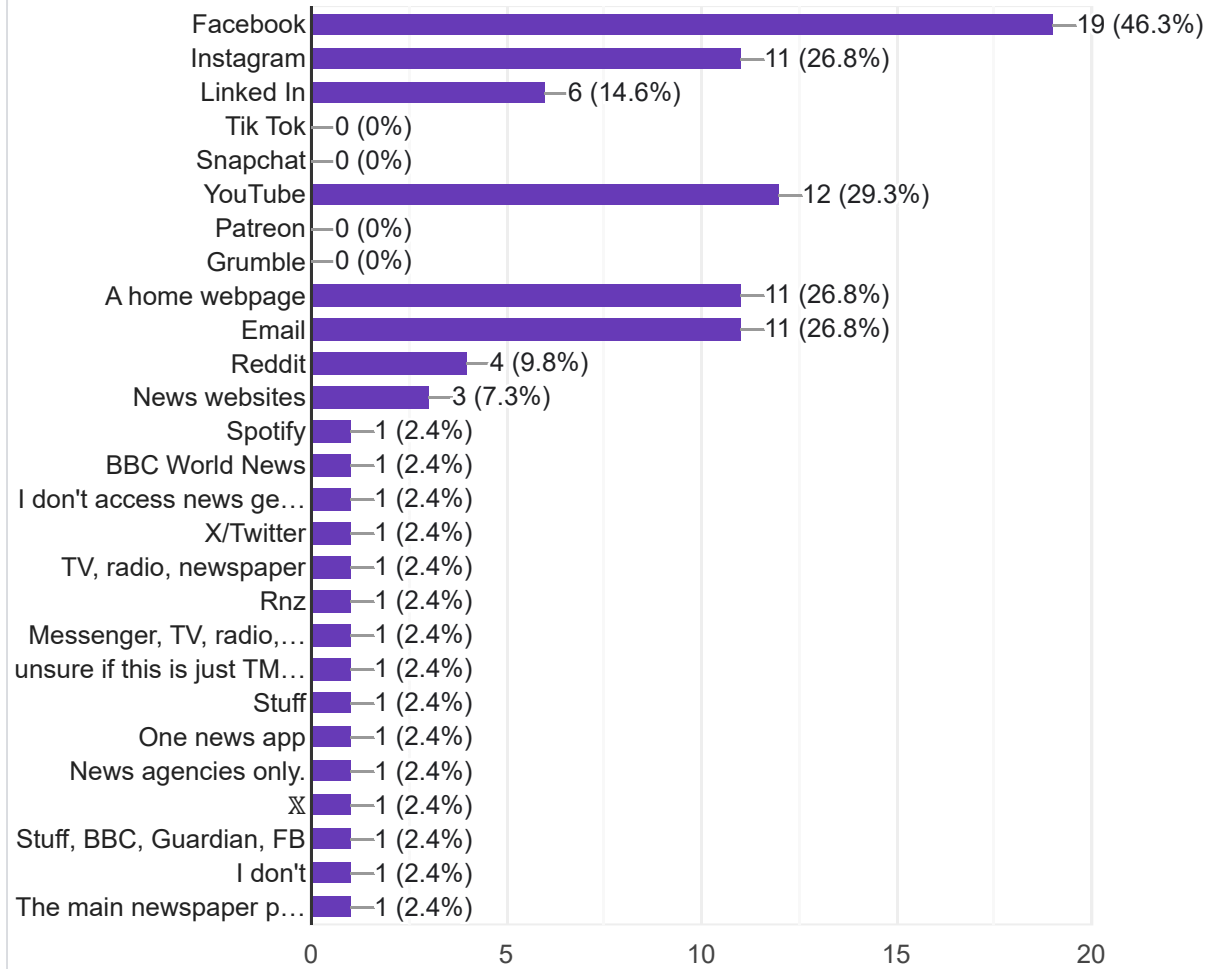
41 responses



In the past 12 months, which of the following platforms did you use often for accessing news (including events)?



41 responses



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