

# RECRUITING IN A VIRTUAL ENVIRONMENT

May 13, 2020 – David R. Lindquist, DTM, PRM



**DISTRICT 37**

# 3 PHASES IN 2 MONTHS

1 – What to  
do now

2 – Easy  
online  
actions

3 –  
Broadening  
appeal

# CONTENT IS KING



# DO NOW!

- Is your TI page accurate?
- Is there contact information?
- Does it say that you are online?

**TOASTMASTERS INTERNATIONAL**

Login | Find a Club | Start a Club | Contact Us | Search

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### Cary Club

Club Number: 00003335, District 37, Area H76  
Charter Date: Jun. 1, 1972  
[Visit This Website](#)

**CONTACT INFORMATION:**

**Meeting Times:** Monday 8:00 a.m. **Phone:** +1 919-594-7608

**Location:** Woodland Terrace  
Carolina Room  
300 Kildaire Woods Drive Cary, NC 27511 United States

**Membership Restriction:** None, this club is open to all interested parties.  
**Online Attendance is allowed**

**Visiting for the First Time?**  
Visiting a club is the exciting first step to building a better you, contact the club to plan your visit. Most clubs allow guests to attend for free and there's no pressure to participate until you are ready and comfortable. And since every club is unique, we recommend visiting several clubs to make sure you find the club that's right for you!

Get Directions

# DO NOW!

- Is your web page accurate?
- Does it discuss your online meetings?
- Is that message inviting?
- Is there contact information?





# WEB SITE RULES TO FOLLOW



USE SEARCH TERMS



ADD VIDEOS



KEEP CONTENT  
FRESH!

# DO NOW!

- Are you on a District Meetup hub?
- Does your event listing provide online meeting information?

The screenshot shows a web browser window with multiple tabs open. The active tab is a Meetup event page for 'Pittsboro Toastmasters - Virtual Meeting'. The page header includes the Meetup logo and navigation links like 'Start a new group', 'Explore', 'Messages', and 'Notifications'. The event is scheduled for Monday, May 11, 2020, and is hosted by Paul K. The details section describes the club's mission and provides contact information for virtual meetings. A sidebar on the right shows the group's location and meeting schedule. At the bottom, there are buttons for 'FREE', 'Attend', and a star icon. The Windows taskbar is visible at the bottom of the screen.

My Drive - Google x Google Keep x Facebook x Inbox - davidr x All Archives | P x jimgaffigan - Y x Toastmasters | x Pittsboro Toastmasters x

meetup.com/Raleigh-Durham-Chapel-Hill-Toastmasters-Meetup/events/bpbvqrybchbpb/

Apps

meetup

Start a new group Explore Messages Notifications

Monday, May 11, 2020

## Pittsboro Toastmasters - Virtual Meeting

Hosted by Paul K

Share

### Details

Pittsboro Toastmasters Club is an enthusiastic, friendly group of people working to improve their speaking and leadership skills. We welcome guests and encourage you to show up as soon as you can for a meeting.

Our club lives up to the Toastmasters mission of being a supportive and encouraging environment for our members to learn and grow. Come find out for yourself!

Until the COVID-19 pandemic is over, we will be hosting 100% virtual meetings. If you are interested in joining, please contact us here: <https://www.pittsborotoastmasters.org?contactus> and indicate you are interested in our virtual meetings.

The meetings will start promptly at 6:30pm, but we ask for folks who are newer to the club to attend at 6pm to ensure we have all of the details

Mon, May 11 - 6:00 PM EDT  
Pittsboro Toastmasters - Virtual Meeting

Organizer tools

Raleigh-Durham-Chapel Hill Toastmasters Meetup  
Public group

Monday, May 11, 2020  
6:00 PM to 7:30 PM EDT  
Every week on Monday  
[Add to calendar](#)

Virtual  
The Interwebs - Pittsboro, nc  
[How to find us](#)

FREE

Attend

Type here to search

6:00 PM 5/10/2020

## EASY ONLINE ACTION:

- Use Facebook or other social media to:
  - Highlight online meetings
  - Show a photo
  - Engage members with their content, comments

**Cary Club Toastmasters**  
Public group

**David R Lindquist**  
April 27 at 9:10 AM

I just had the pleasure of \*facilitating\* a wonderful, well-attended meeting! Speakers today included Kirby, on his career mentor, Brian, who shared the first half of his TLI leadership, and Dmitri, who discussed growth through Toastmasters. John B invited Table Topic speakers to share thoughts on preference for the "new normal" (Majid), first place to go after reopen (Brian), and quarantine-enabled cuisine (Lindi). We welcomed Majid back after an extended absence. What a fine way to start the week! Looking forward to May 4th!

Zoom Participants (11/28/20)

Seen by 19

Like Comment Share



## EXPAND THE APPEAL:

- Put video to work
  - Examples of speeches
  - Home made testimonials
  - A segment of a virtual meeting
  - Live stream before the meeting starts



The screenshot shows the Facebook profile of 'Apex Toastmasters'. The profile picture is the Toastmasters International logo. The page has a navigation menu on the left with options: Home, About, Photos, Reviews, Videos, Events, Posts, Groups, and Community. A green 'Create a Page' button is at the bottom of the menu. The main content area shows a post from 'Apex Toastmasters' dated April 14 at 10:10 AM. The post text says: 'We are keeping active with our community, please enjoy the speeches of our members. Thanks to George Caspar for sharing your experience with us. Remember to follow us on youtube. <https://www.youtube.com/watch?v=jRzXRStsz30>'. Below the text is a video player showing a man, George Caspar, wearing a headset and speaking. The video is titled 'George Caspar: "Force Majeure" High Performance Leadership Project.' and has 3 likes. The video player has controls for Like, Comment, and Share.

# USE SELECTED SOCIAL MEDIA

Facebook (it is very popular)

Look at FrontDoor,  
Instagram,  
LinkedIn, Pinterest,  
Snapchat, Tumblr,  
Twitter, WhatsApp

Build a Youtube  
channel

# SOCIAL MEDIA RULES TO FOLLOW



POST OFTEN – 2+  
TIMES A WEEK



ASK FOR MEMBER  
ENGAGEMENT



ASK FOR REPOSTS



START  
CONVERSATIONS



CROSS LINK TO  
WEB SITE, OTHER  
SOCIAL MEDIA



USE SOCIAL  
MEDIA  
ADVERTISING



**QUESTIONS?**