

Leadership Detroit Social Media Toolkit and Sample Press Release

For over 40 years, the Detroit Regional Chamber's Leadership Detroit program has set the standard for excellence by challenging emerging and existing community leaders to bring about positive change in the community through informed leadership. Please use this guide to promote the journey you are embarking on.

Social Media Toolkit

Sample Facebook or LinkedIn Post:

[Your Name] of [Organization Name] has been selected for the Detroit Regional Chamber's prestigious Leadership Detroit program. This nine-month transformational program is designed to challenge both emerging and established community leaders from Southeast Michigan to drive positive change. Read more about it here: [add a link to your release on your website or the [Chamber's website](#)].

I am excited to represent [Organization Name] as a member of the Detroit Regional Chamber's 46th Leadership Detroit cohort. I look forward to sharing my progress and insights throughout this transformative experience.

Media Guide

The following page contains a press release template that you can customize with your information and then share with interested media members and related communication avenues, such as:

1. Your hometown newspaper publication and its online platform
2. Your college alumni publication and its online platform
3. Your company's communications department, which may manage your company's public relations, website, social media, and other e-communications methods
4. Your personal communications avenues, like your website, social media, and other e-communications methods

FOR IMMEDIATE RELEASE

[Your Organization's Media Contact Info]

**[ORGANIZATION'S AND CLASS MEMBER NAME] SELECTED FOR THE DETROIT
REGIONAL CHAMBER'S LEADERSHIP DETROIT 46**

DETROIT, DATE, 2025 – (Your name) of (organization name) has been selected as a member of the Detroit Regional Chamber's 46th cohort of its Leadership Detroit program, a nine-month transformational leadership program designed to challenge emerging and existing community leaders from Southeast Michigan to bring about positive change.

<SAMPLE QUOTE> "I'm eager to join this group of individuals who share my passion for making a difference in the community. Through the Leadership Detroit experience, I welcome the opportunity to expand my understanding of the Detroit Region and gain insight into the key issues facing our city and Region," said your name, title, organization.

As part of Leadership Detroit 46, (Your last name) will join 77 executives across Southeast Michigan, representing a cross-section of the community, including business, organized labor, government, education, media, civic groups, health services, and community organizations.

"I'm honored and excited to launch my inaugural program year with the 46th Leadership Detroit class. As my very first class in this new role, this journey is especially meaningful," said [Dorian Grey](#), Senior Director of Leadership, Entrepreneurship, and Innovation. "Together, with this group of emerging and established leaders, we will learn from each other, embark on a shared journey of discovery, explore fresh perspectives on the issues shaping our region, and create meaningful value through carefully designed and refreshed experiences. My hope is that every individual leaves this program with new connections that last well beyond this program year, and with new tools, insights, and inspiration to make them stronger leaders in both their professional and personal lives, and better equipped to lead in the Detroit Region and beyond."

As the program has since 1979, Leadership Detroit will continue to address, discuss, and lead conversations important to the Detroit Region. The complete Leadership Detroit 46 roster is available at detroitchamber.com/ld.

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About Leadership Detroit

Leadership Detroit is a community leadership program for executives in Southeast Michigan led by the Detroit Regional Chamber, with more than 2,500 alumni. Launched in 1979, the annual nine-month program aims to create awareness of key issues that affect the Detroit Region and challenge emerging and existing community leaders to bring about positive change in their communities. To learn more, visit detroitchamber.com/ld.

About the Detroit Regional Chamber

Serving the business community for more than 100 years, the Detroit Regional Chamber is one of the oldest, largest, and most respected chambers of commerce in the country. As the voice of business for Southeast Michigan's 11 counties, the Chamber's mission creates a business-friendly climate and provides value for members. The Chamber leads the most comprehensive education and talent strategy in the state, TalentEd, the statewide automotive and mobility cluster association, MichAuto, and hosts the nationally recognized Mackinac Policy Conference. For more information, visit detroitchamber.com.

