

Leadership Detroit Social Media Toolkit and Sample Press Release

For more than 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. To best get the word out about the journey you are embarking on please use this sheet as a guide.

Social Media Toolkit

Sample Facebook Post:

(Your name) of **(organization name)** has been selected to participate in the Detroit Regional Chamber's Leadership Detroit program, a six-month transformational leadership program designed to challenge emerging and existing community leaders from Southeast Michigan to bring about positive change. Read more here: (link to your release on your website or the [announcement](#) on the Chamber's website)

Sample Tweet:

(Your name) of **(organization name)** will be participating in @detroitchamber @LdrshDET program in Class XLII: (link to your release on your website or the [announcement](#) on the Chamber's website)

Media Guide

Below is a press release template that you can customize with your information. Additional here are some tips on how best to share that information with interested members of the media.

1. Hometown paper/online platform
2. College alumni publication/online platform
3. Company communications avenues (website, social media, e-communications)
4. Personal communications avenues (website, social media, e-communications)

FOR IMMEDIATE RELEASE

<Contact Info>

(ORGANIZATION'S + CLASS MEMBER NAME) TO PARTICIPATE IN DETROIT REGIONAL CHAMBER'S LEADERSHIP DETROIT CLASS XLII

DETROIT, **DATE**, 2021 – *(Your name)* of *(organization name)* has been selected to participate in the Detroit Regional Chamber's Leadership Detroit program, a six-month transformational leadership program designed to challenge emerging and existing community leaders from Southeast Michigan to bring about positive change.

<SAMPLE QUOTE> "I look forward to joining 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's Class XLII, *(Your last name)* will join approximately 60 executives from across Southeast Michigan, representing a cross-section of the community, including business, organized labor, government, education, media, civic groups, health services and community organizations.

"We are excited to be back with Leadership Detroit Class XLII. This program offers a unique experience that takes leaders on a journey out of their comfort zones to challenge long-held assumptions and to embrace multiple and diverse perspectives on quality-of-life issues in the Detroit region," said Dan Piepszowski, senior director of Community Leadership Development at the Detroit Regional Chamber. "Change is inevitable, as we have experienced in the past two years. The leaders that will best manage change and seize the opportunities that lie beneath the surface are those who are emotionally intelligent and can tap into the passion and concerns of others. Real changemakers not only inspire others but, they lean in and choose to walk with us down new paths."

As it has since 1979, Leadership Detroit will continue its role in addressing, discussing, and leading conversations important to the Detroit region. The complete Leadership Detroit Class XLII roster is available at detroitchamber.com/ld.

About Leadership Detroit

Leadership Detroit is a community leadership program for executives in Southeast Michigan led by the Detroit Regional Chamber with more than 2,000 alumni. Launched in 1979, the annual, six-month program aims to create awareness of key issues that affect the Detroit region and to challenge emerging and existing community leaders to bring about positive change in the community through informed leadership. 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 for business in the 11-county Southeast Michigan region, the Chamber's mission is carried out by creating a business-friendly climate and providing value for members. The Chamber leads the most comprehensive education and talent strategy in the state. The Chamber also executes the statewide automotive and mobility cluster association, MICHauto, and hosts the nationally recognized Mackinac Policy Conference.

For more information, please visit detroitchamber.com.

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