

## **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. Please use this guide to best get the word out about the journey you are embarking on.

### **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, an eight-month transformational leadership program designed to challenge emerging and existing community leaders from Southeast Michigan to bring about positive change. Read more here: (add 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 @LeadershipDET program in Class XLIII: (add link to your release on your website or the [announcement](#) on the Chamber's website)

### **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, who 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 + CLASS MEMBER NAME) TO PARTICIPATE IN DETROIT REGIONAL CHAMBER'S LEADERSHIP DETROIT CLASS XLIII**

DETROIT, **DATE**, 2022 – *(Your name)* of *(organization name)* has been selected to participate in the Detroit Regional Chamber's Leadership Detroit program, an eight-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 XLIII, *(Your last name)* will join approximately 70 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 am tremendously honored and excited to take the helm of Leadership Detroit and guide 43<sup>rd</sup> class of outstanding individuals through this year's program. Leadership Detroit 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 Devon O'Reilly, senior director of community engagement and leadership development. "Through carefully curated sessions and experiences throughout the year, this class will have an opportunity to better connect with each other, hear directly from key regional leaders across multiple sectors, and enhance their intangible skills that will help them shape this region's future in their positions of leadership.

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 XLIII roster is available at [detroitchamber.com/ld](http://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](http://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, visit [detroitchamber.com](http://detroitchamber.com).

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