



Michigan Library Statewide Communications Workgroup

General Workgroup Description

The Michigan Library Statewide Communications Workgroup advances coordinated statewide messaging to promote Michigan libraries and the profession. Members collaborate on multimedia content, social media campaigns, storytelling, and editorial outreach to highlight the impact of libraries, promote library services, and emphasize access to information, intellectual freedom, and the right to read. The workgroup also supports statewide initiatives such as Michigan Library Appreciation Month and MLA advocacy priorities.

Members customize MLA toolkits and resources for use in their own communities, contribute creative campaign ideas, and act as ambassadors for libraries across Michigan. Ideal candidates include communications staff, social media professionals, writers, graphic designers, and anyone passionate about promoting libraries. Participation requires adherence to library communications policies and the ability to share content through library or personal platforms with library approval.

This workgroup directly supports MLA's 2025–2028 Strategic Plan:

- **Strategic Direction 1: Advocate for Libraries**
- **Strategic Direction 3: Optimize Communications**

Through strategic storytelling, creative campaigns, and coordinated messaging, the workgroup elevates libraries, the library profession, access to information, intellectual freedom, privacy, and the right to read.

The workgroup serves as an engaged team of communications ambassadors who actively participate in statewide campaigns and initiatives. Members will:

- Customize MLA-provided toolkits, graphics, and talking points for use at their own libraries
- Participate in statewide social media challenges and campaigns
- Develop and promote the annual theme for Michigan Library Appreciation Month (October)
- Create engaging, creative, sometimes playful — but always educational — content that highlights the impact of libraries
- Write and coordinate editorial submissions (op-eds, guest columns, letters to the editor) for placement in local and regional publications
- Amplify messaging around advocacy priorities, funding, intellectual freedom, and access

Content developed and shared through this workgroup promotes:

- Libraries as essential community institutions
- The library profession and library personnel
- Equal and free access to information
- The right to read and intellectual freedom
- MLA's advocacy, engagement, and professional development goals

Ideal Candidates

We are seeking creative and engaged individuals, including:

- Library marketers and communications staff
- Social media managers
- Graphic designers
- Strong writers and editorial contributors
- Creative and fun thinkers who enjoy developing engaging public-facing campaigns
- Anyone passionate about advancing communications for Michigan libraries

Ideal members will have the ability to share customized content through their library's social media platforms. Individuals may also participate if they maintain a personal social media presence that they are willing to use to promote Michigan libraries. Participants should confirm that their library supports their involvement.

Members are responsible for ensuring all content customized and shared complies with their individual library's social media and communications policies.

Workgroup Membership

Members serve terms based on the MLA's Fiscal Year, July 1-June 30. The workgroup will have a Chair and Vice-Chair and up to 15 Members-at-Large, as selected and approved by MLA through the MLA Call for Ambassadors. The workgroup Chair and Vice-Chair will serve a one-year leadership term within the two-year workgroup membership. The remaining workgroup members will be considered members-at-large and serve a one-year term. The MLA Membership and Communications Director will serve as staff liaison.

The workgroup will include:

- A Chair (one-year leadership term)
- A Vice-Chair (if determined necessary)
- Up to 15 Members-at-Large
- The MLA Membership and Communications Director serving as staff liaison

Authority and Responsibilities

Ideal members will have the ability to share customized content through their library's social media platforms. Individuals may also participate if they maintain a personal social media presence that they are willing to use to promote Michigan libraries. Participants should confirm that their library supports their involvement.

Members are responsible for ensuring all content customized and shared complies with their individual library's social media and communications policies.

Chair

The workgroup Chair will be familiar with MLA's mission, goals, and objectives; preside over meetings; work with MLA staff to draft agendas; encourage productive participation; assign duties as needed; ensure timelines are met; and record and distribute meeting notes.

The Workgroup Chair will:

- Preside over monthly meetings
- Develop meeting agendas in collaboration with MLA staff
- Lead discussions aligned with MLA's Strategic Plan priorities
- Record and distribute meeting notes
- Coordinate timelines for campaigns and participation
- Foster collaboration, creativity, and accountability

Members-at-Large

Members-at-Large are responsible for actively participating in communications initiatives, contributing expertise, collaborating with fellow members and MLA staff, attending meetings, maintaining clear communication, accepting assignments from the Chair or MLA, and acting as MLA ambassadors.

Members-at-Large will:

- Actively participate in statewide messaging campaigns
- Customize MLA toolkits and graphics for local use
- Contribute creative campaign ideas and messaging strategies
- Assist with the development and promotion of Michigan Library Appreciation Month
- Draft or contribute to editorial content for local publications
- Attend regular meetings
- Maintain timely and clear communication
- Serve as ambassadors for MLA and Michigan libraries

Workgroup Term

Ambassador terms coincide with MLA's Fiscal Year (July 1-June 30).

Workgroup Meetings

Meetings will occur once per month for one to two hours via Zoom using the MLA account, on a consistent day and time each month.

Qualifications

This opportunity is ideal for individuals who:

- Are passionate about promoting Michigan libraries
- Have experience or a strong interest in communications, writing, design, or marketing
- Support MLA's advocacy priorities and commitment to intellectual freedom and access
- Are willing to actively contribute to creative statewide efforts

Service Without Remuneration

Service on Michigan Library Association workgroups is voluntary and without remuneration or additional event discounts.