MLA Communications:
Best Practices For Subunit and Committee Leaders

The MLA Communications Committee is charged with communication to the MLA membership. Other subunits and committees may communicate with their members using their own methods (see the “Other Guidelines” section in this document), but the Communications Committee maintains the channels sent to all MLA members. The channels currently used are listed below, along with instructions on who to contact if you wish to reach the whole membership with your message.

**MLA Website News**

http://www.mnlibraryassociation.org/news

The MLA website is updated frequently with news about MLA sponsored events or other library-related events like conferences, awards, and other free services of interest to the membership.

**How to Submit to the MLA Website**

Complete the submission form “Web Page Revision Submissions” on the “Contact Us” page of the MLA Website. Images and documents can be added in the form.

Tammy Sakry, MLA’s Marketing and Communications Specialist, at office@mnlibraryassociation.org completes edits to the community calendar or website and can be emailed with questions.

**MLA Roundup**

Our monthly newsletter highlighting MLA happenings, which is sent by email to all current members and nonmember subscribers.

**How to Submit to the MLA Roundup**

The Communications Chair sends a monthly email to all of the subunit and committee chairs, asking for news to share with the broader MLA membership like upcoming events, member news, recaps of past events, opportunities, information on subunit and committee tasks and projects, and updates on any exciting initiatives you’re working on. To submit an article at any time, follow this link: http://bit.ly/gs4my3

**Twitter**

https://twitter.com/MNlibraries

Posts about everything from MLA events to job openings to interesting articles about libraries. The MLA Communications Committee tweets frequently on this feed. The social media community manager is listed on the MLA Twitter account profile page: https://twitter.com/MNlibraries

**How to Submit to MLA Twitter Account**

Generally, the MLA Communications Committee members are crawling the MLA website and MLA Roundup often and will tweet about the content they find in both places. If you have a particular message

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you wish to communicate via the MLA Twitter account, send an email to Communications Committee Co-Chair Maggie Meehan at Margaret.Meehan@co.dakota.mn.us. Alternatively, if you have a personal Twitter account and you tweet your own message, reference @MNlibraries in your tweet and a community manager will retweet.

Facebook

http://www.facebook.com/MinnesotaLibraryAssociation

Similar to Twitter posts. Generally, the MLA Communications Committee members are crawling the MLA website and MLA Roundup often and will repost this content on Facebook.

How to Submit to the MLA Facebook Page

If you have a Facebook account, you can post your subunit or committee message to the wall on the MLA Facebook page. Alternatively, send an email to Communications Committee Co-Chair Chris Magnusson at magnussonc@yahoo.com

Flickr

http://www.flickr.com/photos/mnlibraries

Pictures from MLA activities (events and meetings).

How to Submit Photographs to the MLA Flickr Account

To upload photos from your subunit or committee into the MLA Flickr account, contact the communications committee at office@mnlibraryassociation.org. If you only have a few pictures, attach the photos and include a title and description. If you have a large batch of photos to upload, we will work with you to upload them to Flickr.

Other Guidelines

If you need to communicate solely with your subunit or committee members, you are responsible for maintaining any accounts that you create. Listed below are a few general best practices to follow.

- After you create an account (Facebook Page, Twitter account, etc), make sure you send a copy of the login details to the MLA office: office@mnlibraryassociation.org
- Update your unit or committee page on the MLA website with your social media information.
- When naming your account, try to be consistent in how you associate yourself with the Minnesota Library Association. This will make it easier to find you!
  - E.g. Spell out “Minnesota Library Association” if possible like so: https://www.facebook.com/#!/MinnesotaLibraryAssociation

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○ If you have to abbreviate, use “MLA” as the acronym for our association, and try to spell out the acronym in another part of your account.

○ When creating a hashtag for your subunit, when possible, preface the hashtag with “mnlib.” For example, #mnlibdort. This will make it easier for the MLA Communications team to track conversations and events and help promote them via the central account, @MnLibraries. We recommend registering your hashtags. Here is a quick how-to: https://www.socialmediatoday.com/content/creating-twitter-hashtag-7-steps

● “Like” the main MLA account on Facebook or follow @MnLibraries on Twitter. The MLA Communications Committee has existing social media guidelines. If you would like a copy, which offers other best practices and tips, send an email to the current Communications Chair. A few of these are listed below.

○ Post regularly and reasonably often; keep a consistent schedule (For example, the MLA Communications Committee posts to the MLA Twitter account at least once a day and posts to the MLA Facebook account once a day as well).

○ Be creative

○ Engage your audience - invite readers to get involved

○ Tell important stories

○ Share your process

○ Share your successes and challenges

○ Write short, action orientated posts

○ Link to interesting, local news

○ Link back to the institution

○ Find your niche

○ Be a subject matter expert

○ Be conversational

○ Measure Results

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