



## How can the Marketing & Communications Committee help your DRoC?

### Liaison Program

Each DRoC has a liaison from the Marketing & Communications Committee who serves as your DRoC's point person for assistance with marketing. Your DRoC Liaison will be in touch within the first month after the Leadership Retreat.

The list of DRoC liaisons for the current year will be posted to the [DRoC Leader Resources page](#) when it becomes available.

### How can we help?

First, what are your marketing needs? Talk with your liaison about where in your promotional activities you need the most help. We're here to promote the Association and in turn, promote your activities, news, and workshops!

Here are some of the things the Marketing Committee can help with....

- Helping you design eye-catching flyers and promotional materials
- Proofing promotional materials
- Using social media for promotion and distributing news
- OLA branding and ensuring your promotional materials meet OLA's Communications Guidelines
- Developing your voice on promotional materials

### Library Story Submission Form

Share library stories relevant to your DRoC on the OLA website! Stories can be about events, services, people, or any topic you think might be of interest to the Oklahoma library community. The Marketing & Communications Committee will review each submission to ensure that it follows OLA's Communications Guidelines.

Anyone can submit a story, so please share the form with your DRoC members! You can find the form at <https://www.oklibs.org/page/librarystoryform>

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