

MFRC Communications Tips

The following guidance was developed by the Communication Committee to support Minnesota Forest Resources Council members in communicating about their MFRC role and the work of the Council in balance with their personal communications and opinions.

- **Clarify your role.** Distinguish whether you are speaking as an individual MFRC representative or on behalf of the entire Council. When speaking as an individual MFRC representative, share that the views you express are your own and not necessarily those of the entire MFRC.

Tip: Phrases like “In my personal opinion” or “As an MFRC member representing *<insert respective stakeholder group>*,” can help make it clear the views you express are your own or those of stakeholders whom you represent and not necessarily those of the entire MFRC. Conversely, language such as “The MFRC has agreed ...” or “The MFRC’s recommendation is ...” indicate the collective nature of an MFRC position.

- **Use Council decisions and documents as a guide.** When communicating about the MFRC’s work, priorities, and recommendations, refer to Council decisions or documents to help align your messaging accordingly. If uncertain about a Council decision or recommendation, contact the chair or staff for assistance.
- **Share content/topic suggestions for MFRC communications channels.** Suggest content for dissemination via MFRC communication channels (e.g., council meetings, presentations, events/conferences, newsletter) to engage stakeholders in topics of particular interest or value to them.

Tip: [Bookmark the MFRC News Tip form](#) that provides communications topics suggestions and a space to share your ideas for Communication Committee follow-up.

Communications Resources

- [MFRC Reports](#)
- [MFRC Resolutions](#)
- [MFRC Website](#)
- [MFRC Meeting Minutes](#)
- [Board of Water and Soil Resources Plain Language Tips](#)

The Communication Committee is committed to supporting Council members in their goals to strengthen communications with stakeholders. Please [notify a Communication Committee member](#) or the staff liaison if we can be of assistance in your communications as a Council member.