

FLORIDA ASSOCIATION OF CITY CLERKS

MUNICIPAL CLERKS WEEK

May 3-9, 2026



2026 TOOLKIT

EXECUTIVE SUMMARY

The **Florida Association of City Clerks** (FACC) is a professional association composed of more than 600 Municipal Clerks representing Florida's cities, towns, villages, and special districts. Membership in FACC provides an array of benefits including extensive and superior educational offerings through state academies, localized district mini-academies, webinars, and Athenian dialogues.

On **May 3-9, 2026**, the **International Institute of Municipal Clerks** (IIMC) is sponsoring the **57th Annual Municipal Clerks Week**, a weeklong series of activities aimed at increasing the public's awareness of Municipal Clerks and the vital services they provide for local government and the community. During this week, Municipal Clerks throughout the world will host open houses and tours of the Municipal Clerk's Office, visit local schools, and participate in other various events.

Municipal Clerks Week was initiated in 1969 by the IIMC and is endorsed by all of its members throughout the United States, Canada, and 15 other countries. In 1984 and in 1994, Presidents Ronald Reagan and Bill Clinton, respectively, signed proclamations officially declaring Municipal Clerks Week the first full week of May and recognizing the essential role Municipal Clerks play in local government.

Municipal Clerks Week resources, suggested initiatives, and materials can be found on the **FACC website**. These materials include:

- ▶ Content for Social Media Platforms and Websites
- ▶ Top Tips for Communicating Municipal Clerk Services
- ▶ Social Media – A How-to Guide for Citizen Engagement
- ▶ Teacher for A Day – A How-to Guide for Volunteering at Schools and Community Centers
- ▶ Sample Proclamation
- ▶ Sample Press Release

Share or Create Videos: Samples of short videos to help promote Municipal Clerks Week and the office of Municipal Clerks are available on the **IIMC website**. Draw inspiration from these videos and create your own video to share on your social media platforms and your website.

CONTENT FOR SOCIAL MEDIA PLATFORMS AND WEBSITES

Trickle-Out Facts and Photos: The general public usually does not know about the many roles and responsibilities of a Municipal Clerk. Share quick facts about the daily duties of a clerk paired with a photo of a Municipal Clerk in action, serving residents at city hall or out in the community. Short bullet points are available in the [Municipal Clerks Week Fact Sheet](#).

Use the Event Hashtags #MuniClerks or #MuniClerks2026: Adding a hashtag to all your social posts will allow others to organize their newsfeed with all updates associated with Municipal Clerks Week. Hashtags are also a great way to connect with others who are engaged in similar efforts.

Share Key Messages: In addition to videos and statistics, sharing key messages is another great way to make an impact on your audiences. Create your own, or choose from the samples below, and be sure to include the hashtag!

- ▶ Municipal Clerks Week recognizes the vital and appreciated services performed by Municipal and Deputy Clerks in serving the changing needs of their communities.
- ▶ Municipal Clerks Week was initiated in 1969 by IIMC and is endorsed by all of its members throughout the United States, Canada, and 15 other countries.
- ▶ In 1984 and in 1994, Presidents Ronald Reagan and Bill Clinton, respectively, signed proclamations officially declaring Municipal Clerks Week the first full week of May and recognizing the essential role Municipal Clerks play in local government.
- ▶ Did you know? One of local government's oldest positions is the Municipal Clerk.
- ▶ Municipal and Deputy Clerks' main function is to serve as the council's foundation.
- ▶ Municipal Clerks are dedicated, high-level professionals who often serve on the senior management team.
- ▶ This year, Municipal Clerks Week is celebrating its 57th anniversary.

SAMPLE PROCLAMATION

PROCLAMATION

Municipal Clerks Week
May 3-9, 2026

WHEREAS, the Office of the Municipal Clerk, a time honored and vital part of local government exists throughout the world, and

WHEREAS, the Office of the Municipal Clerk is the oldest among public servants, and

WHEREAS, the Office of the Municipal Clerk provides the professional link between the citizens, the local governing bodies, and agencies of government at other levels, and

WHEREAS, Municipal Clerks have pledged to be ever mindful of their neutrality and impartiality, rendering equal service to all.

WHEREAS, the Municipal Clerk serves as the information center on functions of local government and community.

WHEREAS, Municipal Clerks continually strive to improve the administration of the affairs of the Office of the Municipal Clerk through participation in education programs, seminars, workshops, and the annual meetings of their state, provincial, county, and international professional organizations.

WHEREAS, it is most appropriate that we recognize the accomplishments of the Office of the Municipal Clerk.

NOW, THEREFORE, I, _____, Mayor of _____, do recognize the week of May 3-9, 2026, as Municipal Clerks Week, and I further extend appreciation to our Municipal Clerk, _____, and to all Municipal Clerks for the vital services they perform and their exemplary dedication to the communities they represent.

Dated this _____ day of _____, 2026
Mayor _____ Attest: _____

SAMPLE PRESS RELEASE

{Your Municipality's Logo}

{Municipality Name} to Celebrate Municipal Clerks Week

May 3-9, 2026

For Immediate Release: {Month Day, Year}
Contact: {Municipality Official's Name}
{Contact email address} / {Contact phone number}

A proclamation issued by {municipality's name} on {date} resolves that the week of May 3-9, 2026, is designated as "Municipal Clerks Week," a weeklong event aimed at increasing the public's awareness of Municipal Clerks and the vital services they provide for local government and the community.

Unanimously adopted by {municipality's name}, the proclamation extends appreciation to all Municipal and Deputy Clerks for the services they provide to their communities. Specifically, the proclamation cites that the clerk "serves as the professional link between the citizens, the local governing bodies, and agencies of government at other levels."

The proclamation was presented to {name of clerk} and signed by {name of city/village/town}. It also honors Municipal and Deputy Clerks for "continually striving to improve the administration of their duties through participation in educational programs, seminars, workshops, and annual meetings of their state, province, county, and international professional organizations."

An annual event recognized by local governments and municipal clerks throughout the country, Municipal Clerks Week is sponsored by the International Institute of Municipal Clerks (IIMC), a professional association of city, town, township, village, borough, deputy, and county clerks. IIMC has approximately 15,000 members throughout the United States, Canada, and 15 other countries.

The **Florida Association of City Clerks** (FACC) also participates in the annual event. FACC is the professional association for Florida's Municipal Clerks.

"Although the role of the Municipal Clerk is one of the oldest in local government, many people are still unaware of what we do and the vital role we play in serving our communities and supporting local government operations," said **FACC President and Wilton Manors City Clerk Elizabeth Garcia-Beckford, MMC, MBA**. "This week provides a meaningful opportunity to educate the public, increase awareness of the profession, and celebrate Municipal Clerks everywhere while recognizing their dedicated service to our communities."

This year's event marks the 57th anniversary of Municipal Clerks Week. In addition to {municipality's name}, local governments throughout Florida and across the country are participating in the celebration this week.

{Name of clerk} has served as {municipality's name} {title} since {date}. {Name of clerk} has been a member of IIMC since {date} and an FACC member since {date}. {Name of clerk} is also very active in {list professional affiliations and community activities}.

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The Florida Association of City Clerks (FACC) is a professional association composed of more than 600 Municipal Clerks and Deputy Clerks representing Florida's cities, towns and villages. Membership in FACC provides an array of benefits including extensive and superior educational offerings through various outlets including state academies, localized district mini-academies, webinars, and Athenian Dialogues. FACC prides itself on providing high-quality education and networking outlets to ensure our members have the proper knowledge and backgrounds necessary to serve their communities. For more information, visit floridaclerks.org.

A photograph of a man in a dark suit and a colorful patterned tie, smiling as he cuts a red ribbon. He is surrounded by other people, some of whom are also cutting the ribbon. The background shows a modern building with a glass facade and a large cylindrical structure.

TOP TIPS FOR COMMUNICATING MUNICIPAL CLERK SERVICES

As you think about how to get more involved in Municipal Clerks Week celebrations, here are some key things to keep in mind:

Use the Human Element

Services provided by the Municipal Clerk should be presented to people in plain language, relating to their daily lives and speaking to their wants and needs. Additionally, Clerks need to fully empathize with the citizens they serve to better facilitate natural two-way conversations.

Utilize Existing and Familiar Communication Channels

In addition to the suggestions provided in the Content for Social Media Platforms and Websites document, use existing newsletters, city-operated television stations, email signatures, and utility stuffers as channels to communicate the importance of Municipal Clerks with residents.

Best Practices for Events

- ▶ Organize a committee of volunteers to help you.
- ▶ Begin messaging well before the date of an event.
- ▶ Prepare and have ready any informational material.
- ▶ Be sure to photograph or video the event(s).
- ▶ Attendance and participation are critical to each event's success. Gather as many supporters and interested parties to participate as possible.
- ▶ Change email signatures and templates to promote events.
- ▶ Make earned media (publicity gained through non-advertising promotional efforts such as press releases, public relations reps calling reporters to place stories with news outlets, etc.) a primary focus to facilitate awareness and encourage dialogue through local newspapers, radio, and cable television stations.
- ▶ Keep a record of everything you do to use for future reference.
- ▶ Review what happened. Were your goals/expectations met? What could be done differently in the future?

As you plan your Municipal Clerks Week activities, please keep the FACC informed! Notify FACC Staff (facc@flcities.com or 850.222.9684) of all developing efforts.

SOCIAL MEDIA

A HOW-TO GUIDE FOR CITIZEN ENGAGEMENT

The internet is no longer just a static advertising resource for companies to push their messaging. Today, people get information online by engaging with trusted and relatable sources that speak to their specific interests. Social media provides excellent opportunities for local governments to build trust with their residents and spark meaningful dialogue.

Social media websites are tools that can allow associations to engage target audiences in a deep and profound way, if applied properly.

For those municipalities just beginning to use social media, this document will provide general information and best practices.



Facebook

Facebook is the number one social media site in the world with more than 2 billion users. It's popular for building effective engagement and awareness campaigns. Citizen engagement is all about word of mouth and building advocates to pass along messages to individual networks. The key is to build trust with those advocates through regular engagement, meaning associations must not only post regularly but also respond to comments and react to other content.

The biggest challenge with Facebook is consistently producing quality messaging that generates continuous interaction with one's audience. A user's Facebook newsfeed is more likely to pick up content from other Facebook accounts where there has been a large amount of shared activity and dialogue. Photos, videos, and links to trusted news sources are popular ways to appeal to diverse audiences. By defining the target audience outright, effective messages can be developed that are tailored to fit that group with the goal of opening meaningful conversations.



Instagram

Visual conversations are now the most popular form of communication on social media, and Instagram provides the perfect platform to share a variety of photo and video content. With more than 2 billion users, Instagram is constantly releasing new ways to connect through stories, reels, polls, and fun filters. The best way to achieve views is to interact with followers and always reply to comments.

SOCIAL MEDIA

A HOW-TO GUIDE FOR CITIZEN ENGAGEMENT (continued)



X, formerly Twitter

People who want up-to-the-minute coverage of events and daily affairs are likely to use X, formerly Twitter. With more than 500 million users, this social media website presents another opportunity to spread messaging, but at a much faster rate. With a standard limit of 280-characters, X messages, or tweets, must be to the point. There are several factors to a tweet that will determine how effective it will be.

Retweeting is the ultimate goal for X advocacy campaigns. It is the mode through which tweets “go viral.” Hashtags and mentions also help. Hashtags (#) are useful for monitoring how specific conversations are circulating, and mentions (@) can be used to spark conversations with other X users and groups. The use of these symbols before the right words and phrases can lead to a very effective tweet and attract the attention of other X users.

Other Social Media Tools

Links are often an important feature of a social media post. When a post is composed that references an article, webpage, or other content, you should add a direct link to that source. The post can be used to attract people to a link, or the link can be used as a reference for a post – the two are always complementary. However, links typically take up too many characters in a post and can be shortened for free using websites such as bitly.com or tinyurl.com. The link makes the post more attractive to users, who are then more likely to share it with their own followers.

Facebook, Instagram, and X, formerly Twitter, are popular social media websites, but they are not the only tools available. LinkedIn is an excellent way to connect to other professionals and develop a strong digital network. YouTube is the largest network of users dedicated solely to video.

There are plenty of other options out there to explore, but it is important to recognize that more is not always better when it comes to social media. These sites require constant attention and maintenance to be effective. Stretching one’s efforts too thin could end up hurting more than helping. Approach citizen engagement through social media with a solid objective in mind. Once defined, that goal will help prescribe the necessary tools for success.

TEACHER FOR A DAY

A HOW-TO GUIDE FOR VOLUNTEERING AT SCHOOLS AND COMMUNITY CENTERS

Dedicated volunteers are always in need. The best way to find out how your organization can help is to reach out to the places and groups that are seeking volunteers. Your local school's open house or Parent Teacher Association meetings are great places to begin if interested in starting a volunteering partnership. When attending these events, you can find out the needs of teachers and students. Speak to teachers and administrators, and let them know of your interest in volunteering. Inquire about background check screenings, forms and application processes, and other information.

If you have something to offer or a particular skill (writing, project development, etc.), tell the principal or program director about your interest in teaching children voluntarily or leading a program.

Things to Keep in Mind

Leave the Camera at Home

Or, always get permission, have paper release forms filled out before taking pictures with children at events, and use good judgment before using those photos elsewhere. A parent might not like their child appearing in a flyer.

Spread Out and Increase Your Reach

Be aware of where you are volunteering in the community, and be sure to provide balance. Make sure your efforts reflect the diversity of the community.

Dress for the Occasion

Plan ahead, and dress for the occasion. Don't show up in a suit for a field day with students. Prepare ahead to have a quick change into business attire if you are entering official meetings before or after events.



ADDITIONAL INFORMATION

Additional information can be found on the International Institute of Municipal Clerks site. [Click here](#) to view their site.

RESOURCES

MUNICIPALITY NEWS
RELEASE TEMPLATE

PROCLAMATION TEMPLATE

EVENT PROMOTION CHECKLIST

INVITATION TO MAYORS AND
CITY MANAGERS

RADIO OR PODCAST
TEMPLATE

EVENT PROMOTION FACT SHEET