

## **Local Government Week is October 21-25, 2024**

Local Government Week 2024 is a celebration of municipal governments and the important roles they play in the everyday lives of Ontarians. It's an opportunity to build public awareness about the vital services municipalities provide, recognize the work of municipal employees, and showcase the various ways the public can get involved in local government and drive positive change in our communities and quality of life.

To help you do some of this important work, AMO has developed media and social media templates as part of a local toolkit. This year's toolkit focuses on promoting local governments and residents alike as changemakers who have the ability and skillset to make a difference in their communities.

### **Template for Public/Media Advisory**

We have attached a template for a local public advisory. Not only does this showcase your municipalities' participation in local government week, but it also helps highlight the important work of your individual municipality, and the leadership of local government in tackling community challenges and priorities.

### **Social Media Templates**

We have attached templates for Facebook, X, LinkedIn, and Instagram. Local Government Week generates great social media interest and traffic. Feel free to add your municipal logo to any of the templates and tag us on X at [@AMOPolicy](https://twitter.com/AMOPolicy).

We encourage you to create your own content. Participating in social media discussions is an opportunity to highlight the great things happening for Local Government Week in your own community.

Sincerely,



Petra Wolfbeiss, Director  
AMO Membership Centre



## 2024 Local Government Week Public/Media Advisory

### [NAME OF Municipality] participating in Local Government Week 2024

[NAME OF COMMUNITY], [DATE], – [NAME OF MAYOR / REEVE / CHAIR] has proclaimed October 21 to 25, 2024 as Local Government Week in [NAME OF MUNICIPALITY/CITY/TOWNSHIP].

Local Government Week provides municipalities with the opportunity build public awareness about the vital services local governments provide and acknowledge municipal employees services to the community. It's also an opportunity to promote the importance of public engagement and participation in the democratic process and local decision making.

#### [QUOTE FROM MAYOR ABOUT LOCAL GOVERNMENT WEEK IN YOUR COMMUNITY]

Most residents are aware that [NAME OF MUNICIPALITY/CITY/TOWNSHIP] provides many services – from caretaking of parks and facilities and management of the drinking water system, to local road maintenance and operation of the landfill. But it may come as a surprise to learn that local governments, including [NAME OF MUNICIPALITY/CITY/TOWNSHIP], also deal with complex matters like [NAME THREE TO FOUR AREAS OF INTEREST SUCH AS SOCIAL SERVICES, HOUSING, HOMELESSNESS, ETC].

Municipal governments work closest to the people, offering the vital programs and services that impact their everyday lives. That's why it's so important for residents to participate in the democratic process, and for local governments to engage their residents in local planning and decision-making matters.

[NAME OF MUNICIPALITY/CITY/TOWNSHIP] meets [WEEKLY, BI-WEEKLY, MONTHLY] and encourages public participation at its meetings. Information, agendas and minutes can be found at [website link]. There are several ways to engage with our Mayor and Council, including [PROVIDE TWO TO THREE OPTIONS WITH LINKS IF POSSIBLE]. Your voice is important.

More resources about Local Government Week are available on our municipal website at [LINK], and we encourage residents to follow us on social media at [FACEBOOK, X, LINKEDIN, INSTAGRAM HANDLES] for important information, updates and public engagement opportunities.

#### **Media Contact:**

[MUNICIPAL CONTACT, POSITION, TELEPHONE NUMBER, EMAIL]

## Social Media Templates

The following templates are designed to help you communicate your participation in Local Government Week. You may share one or all of the posts throughout the week or mix them with your own municipal content. They are intended to complement your efforts.

**NOTE:** Please use the higher quality graphics supplied separately. Graphics are available to download separately from this document. Saving images from this Word document will result in a much lower-quality image. The toolkit includes posts appropriately sized for Facebook, Instagram, LinkedIn, and X.

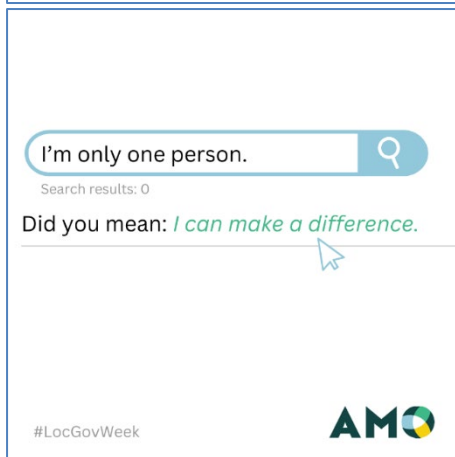
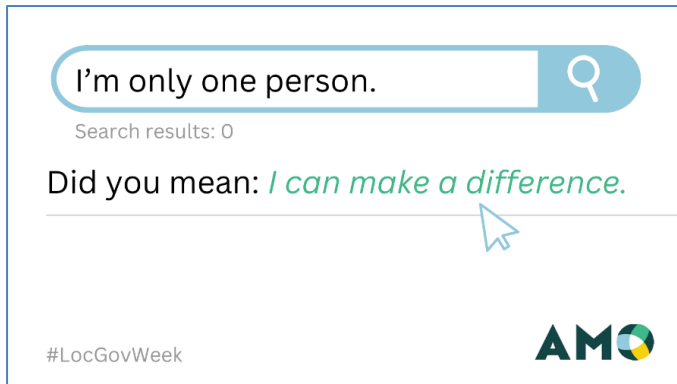
### POST 1: Sized for all platforms.

This #LocalGovWeek, let's talk about how municipal governments strive to improve quality of life in their communities, & how they also go above & beyond basic services and infrastructure to take on bigger challenges. They're creating real #change from the #local level up.



## POST 2: Sized for all platforms

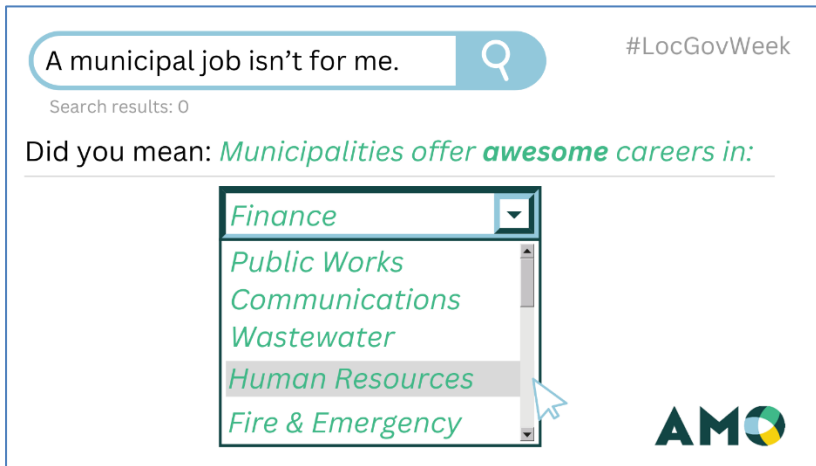
It's #LocalGovWeek, but it's not just about us – it's about you, too. Democracy works best when people on both sides of the Council table participate, engage and use their voice. No one can do everything, but everyone can do something. #MakeADifference #Democracy



## **POST 3: Sized for all platforms**

*Note: You may tweak this post to highlight job vacancies your municipality is looking to fill, or link to your careers page.*

Today, we're giving a shoutout to the dedicated staff in [MUNICIPALITY/TOWN/CITY]. This #LocalGovWeek, we recognize that municipal jobs are great jobs. In Ontario, 235,000 municipal staff build & maintain our infrastructure & deliver the services we all need – every day.



## **POST 4: Sized for all platforms**

Democracy flourishes when the public is engaged & encouraged to share ideas & feedback. It's about small wins that create positive change over time. This #LocalGovWeek, we encourage you to connect with us, attend a meeting, or chat with a Councillor. You can #BeTheChange.

