



## **Local Media and Social Media Engagement 2024 AMO Conference**

### **To all Heads of Council:**

The 2024 Association of Municipalities of Ontario (AMO) Conference runs from Sunday, August 18 to Wednesday, August 21 in Ottawa. The Conference is an opportunity for Ontario's municipal leaders to come together at a time when Ontario communities face complex challenges that outstrip municipal resources and responsibilities. Please help AMO maximize media and social media coverage of municipal priorities. To help you do this work, media and social media templates are included below.

With municipal officials from across Ontario gathering in Ottawa, reporters will be looking for the local angle to a broader story. It's an opportunity for you to highlight the important work that municipalities are doing together, through AMO, to find solutions to shared challenges.

### **Template for Local Media Advisory**

We are attaching a template media advisory that will help you prepare notices for local media. Again, it's the local angle that reporters are trying to capture. Your municipality may want to make plans to be available for media interviews throughout the conference.

If your municipality is scheduled to meet with a Minister, the subject of that meeting may be of interest to your local media.

Reporters can attend the conference in Ottawa. The template advisory provides details on media registration.

### **Social Media Templates**

We have attached templates for Facebook, X(Twitter), LinkedIn, and Instagram. The conference generates significant social media interest and traffic. AMO will be tweeting throughout the conference at [@AMOPolicy](#). We will also share updates on [Instagram @amopolicy](#) and [LinkedIn](#). The conference hashtag is #AMO2024.

We encourage you to create your own content. Participating in social media discussions is an opportunity to highlight your municipality's priorities at the conference.

### **Conference Highlights**

Keynote presenters include Ontario Premier Doug Ford and his Government's ministers, Marit Stiles, Leader of the Ontario NDP and Official Opposition, Bonnie Crombie, Leader of the Ontario Liberal Party, Mike Schreiner, Leader of the Green Party of Ontario, and Colin Best, AMO President.

With more than 60 sessions and workshops, there is sure to be something of interest to your local media. Key session topics include housing and homelessness, the opioid epidemic, public safety, climate change and Indigenous engagement, access to health care services, artificial intelligence, and much more.

Please take a moment to review the AMO Conference program and identify the sessions that may be of interest to your community and local media. Familiarizing yourself with the program will make it easy for you to explain how your attendance at the conference will benefit your community. Program details are available on AMO's website, [www.amo.on.ca](http://www.amo.on.ca).

With more than 2,500 participants, local media relations is best handled directly. To facilitate interviews, please provide local media with a means to contact you during the conference, either directly or through your municipal office. All media are required to register onsite in Room 204 at the Shaw Centre. Attending media are encouraged to book accommodation as soon as possible, if needed.

If you have any questions or need any help with the media advisory or the social media templates, do not hesitate to contact Megan Abraham at Redbrick Communications, at [abraham@redbrick.ca](mailto:abraham@redbrick.ca)

Sincerely,



Petra Wolfbeiss, Director  
AMO Membership Centre



## 2024 AMO Conference Template Media Advisory

### [NAME OF Municipality] participating in the 2024 AMO Conference

[NAME OF COMMUNITY], [DATE], – [NAME OF MAYOR / REEVE / CHAIR] will join more than 2,500 participants at the Association of Municipalities of Ontario's 2024 AMO Conference in Ottawa from August 18 to 21.

The 2024 AMO Conference brings municipal and provincial officials together at a time when Ontario's communities face complex challenges that outstrip municipal resources and responsibilities. The Ontario Government and municipalities must work together to strengthen our social and economic prosperity. This year's event features more than 60 speakers, sessions and workshops, reflecting the broad scope of municipal responsibilities.

Keynote presenters include Ontario Premier Doug Ford and his Government's ministers, Marit Stiles, Leader of the Ontario NDP and Official Opposition, Bonnie Crombie, Leader of the Ontario Liberal Party, Mike Schreiner, Leader of the Green Party of Ontario, and Colin Best, AMO President.

The annual conference is an opportunity for municipal officials to work together on solutions to today's big challenges, to learn, and to create new opportunities that benefit our communities. In addition to the conference program, municipal staff and officials will take part in hundreds of municipal delegation meetings with provincial ministries. [NAME OF MAYOR / REEVE / CHAIR will be meeting with – INSERT INFORMATION IF YOU WOULD LIKE TO HIGHLIGHT YOUR DELEGATION MEETING].

Sessions and speakers will cover a wide range of topics, including housing and homelessness, the opioid epidemic, public safety, climate change, Indigenous engagement, access to health care services, artificial intelligence, and more.

[NAME OF MAYOR / REEVE / CHAIR] is particularly interested in sessions related to...

All media are required to register onsite in Room 204 at the Shaw Centre. Attending media are encouraged to book accommodation as soon as possible, if needed. Reporters can access key conference information on AMO's website, [www.amo.on.ca](http://www.amo.on.ca).

#### **Media Contacts:**

[MUNICIPAL CONTACT, POSITION, TELEPHONE NUMBER, EMAIL]

Brian Lambie, AMO Media Contact, 416-729-5425, [lambie@redbrick.ca](mailto:lambie@redbrick.ca)

Follow the conference on social media: [X \(formerly Twitter\) @AMOPolicy](#), [Instagram @amopolicy](#) Hashtag: #AMO2024

## Conference Social Media Templates

The following templates are designed to help you communicate your participation in the 2024 AMO Conference. The AMO Conference hashtag is **#AMO2024**.

**NOTE:** Please use the higher quality “AMO2024 Social Posts” graphics supplied separately. Graphics are available to download through WeTransfer. 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 (formerly Twitter).

### POST 1

**Suitable for all social media platforms:**

[Name of Reeve / Mayor / Chair] of [Name of Community / Social Handle] will be joining municipal leaders from across Ontario at the 2024 AMO Conference in Ottawa, August 18-21. #AMO2024



## **POST 2**

### **X (formerly Twitter):**

[Municipality name] is taking part in the 2024 AMO Conference where Ontario's municipal leaders come together to work on some of the toughest challenges facing our province. #AMO2024

<https://www.amo.on.ca/2024-amo-conference>

### **Facebook/Instagram/LinkedIn:**

[Municipality name] is participating in the 2024 AMO Conference where Ontario's municipal leaders come together to work on some of the toughest challenges facing our province.

The Conference features more than 60 sessions covering topics that matter to Ontario's municipal governments, including the housing and homelessness, the opioid epidemic, public safety, climate change and Indigenous engagement, access to health care services, artificial intelligence, and much more. #AMO2024

<https://www.amo.on.ca/2024-amo-conference>



**POST 3**

**X (formerly Twitter):**

[Municipality name] is taking part in the 2024 Conference following a year of important changes on things that matter to Ontario's municipalities. It's an opportunity to share [Municipality name's] perspective directly with the provincial government. #AMO2024

<https://www.amo.on.ca/2024-amo-conference>

**Facebook/Instagram/LinkedIn:**

[Municipality name] is taking part in the 2024 Conference following a year of important legislative changes on things that matter to Ontario's municipal governments.

The Conference is a key opportunity for [Municipality name] to work directly with the provincial government and share our local perspective on some of the toughest challenges facing our province. #AMO2024

<https://www.amo.on.ca/2024-amo-conference>

**Ontario's municipal leaders are  
coming together at the 2024 AMO  
Conference following a year of the  
important legislative changes**