**CAMPAIGN OVERVIEW**

***Make Your Municipal Move*** *(“Municipal Move”)*is a provincewide awareness campaign run by the Association of Municipalities of Ontario (AMO), designed to reintroduce municipal careers as meaningful, impactful and future-focused opportunities.

**Municipal jobs:**

* Support the communities people live in.
* Offer stability, purpose, and long-term growth.
* Span a wide range of skills, interests, and lived experiences.

**This campaign focuses on shifting perceptions and sparking curiosity,   
particularly among:**

* Youth and early-career professionals.
* Newcomers to Canada.
* Career seekers exploring purposeful work.

**HOW TO USE THIS TOOLKIT AND SHARE CAMPAIGN CONTENT**

The success of the ***Municipal Move*** campaign relies on the support of municipalities across Ontario.  This toolkit is designed to help municipalities share campaign content in a simple, flexible way that builds awareness of municipal careers in Ontario.

**Included in this document, you will find:**

* Suggested post copy (editable).
* Notes on tone and tagging.
* Placeholders for campaign creative.

**CHOOSING WHAT TO SHARE**

This toolkit includes two main types of content: [**videos**](https://www.amo.on.ca/sites/default/files/assets/Municipal%20Move%20Campaign/Municipal%20Move%20Videos.zip)and [**graphics**](https://www.amo.on.ca/sites/default/files/assets/Municipal%20Move%20Campaign/Municipal%20Move%20Graphics.zip).

* The campaign videos provide a broad introduction to municipal careers in Ontario and are a good place to start.
* Campaign graphics highlight key messages and work well for follow-up posts or reminders.
* Each template includes a direct link to the recommended content.
* Please use the full URLs provided in the templates. These links support campaign measurement and help track the overall impact of *Make Your Municipal Move* across Ontario.

To help connect posts back to the provincewide campaign, partners are encouraged to tag or reference the Association of Municipalities of Ontario, where appropriate.

**Recommended platforms and AMO profiles:**

* LinkedIn: [Association of Municipalities of Ontario (AMO)](https://www.linkedin.com/company/assocmuniontario/)
* Instagram: [@amopolicy](https://www.instagram.com/amopolicy?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==)
* Facebook: [Association of Municipalities of Ontario - AMO](https://www.facebook.com/AssociationofMunicipalitiesOntario)

**Tips for posting:**

* Lead with impact, not job titles.
* Use people-first language (for example, “the work behind the scenes”).
* Avoid overly formal or bureaucratic phrasing.
* Where possible, tie posts to the local community.

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| **NOTE: This toolkit is provided as a general guide only. Partners are encouraged to tailor language to match their organization’s voice and tone, while preserving core campaign messages.** |

**SOCIAL MEDIA TEMPLATES**

Where available, partners are encouraged to prioritize the *Municipal Move* **campaign videos**, as they provide a clear, provincewide introduction to municipal careers in Ontario. Campaign graphics can be used to reinforce specific themes or to extend the campaign over time.

**TEMPLATE 1: COMMUNITY IMPACT**

**Recommended copy:**   
Municipal professionals work behind the scenes to support the community we call home; from the spaces we gather in to the services we rely on every day.

Municipal careers are about more than a job. They are about making a difference where you live. [Learn more about municipal career paths in Ontario](https://municipalmove.ca/?utm_source=toolkit_municipal&utm_medium=referral&utm_campaign=mymm&utm_content=template_1).

**Recommended creative:**

* **Primary:** [Campaign hero video  (full version)](https://www.amo.on.ca/sites/default/files/assets/Municipal%20Move%20Campaign/ES-AMO-MunicipalMove_Campaign%20Hero%20Video_Full%20Version-Square-1080x1080.mp4)
* **Secondary:***[Make Your Municipal](https://www.amo.on.ca/sites/default/files/assets/Municipal%20Move%20Campaign/ES-AMO-MunicipalMove-MM1-Square-1080x1080.png)**[Move](https://www.amo.on.ca/sites/default/files/assets/Municipal%20Move%20Campaign/ES-AMO-MunicipalMove-MM1-Square-1080x1080.png)*[signpost](https://www.amo.on.ca/sites/default/files/assets/Municipal%20Move%20Campaign/ES-AMO-MunicipalMove-MM1-Square-1080x1080.png)

**TEMPLATE 2: CAREER AWARENESS**

**Recommended copy:**   
Municipal careers may look different than you expect.

From planning and infrastructure to recreation, finance and community services, there is no single path into municipal work. [Explore careers that support communities like yours across Ontario](https://municipalmove.ca/explore-careers/?utm_source=toolkit_municipal&utm_medium=referral&utm_campaign=mymm&utm_content=template_2).

**Recommended creative:**

* **Primary:**[Campaign hero video (shortened version)](https://www.amo.on.ca/sites/default/files/assets/Municipal%20Move%20Campaign/ES-AMO-MunicipalMove_Campaign%20Hero%20Video_Shortened%20Version-Square-1080x1080.mp4)
* **Secondary:**[*Discover yours*static graphic](https://www.amo.on.ca/sites/default/files/assets/Municipal%20Move%20Campaign/ES-AMO-MunicipalMove-DiscoverYours-Square-1080x1080.png)

**TEMPLATE 3: LOCAL PRIDE**

**Recommended copy:**   
The work that keeps communities across Ontario moving does not happen by accident.

Municipal professionals help shape the places we live, work and grow every day. If you are looking for work with purpose[, municipal careers in Ontario are worth exploring](https://municipalmove.ca/?utm_source=toolkit_municipal&utm_medium=referral&utm_campaign=mymm&utm_content=template_3).

**Recommended graphic:**

* **Primary:**[*Ontario’s municipalities are hiring*(Ontario map)](https://www.amo.on.ca/sites/default/files/assets/Municipal%20Move%20Campaign/ES-AMO-MunicipalMove-Hiring-Square-1080x1080%20(1).png)
* **Secondary:**[Campaign hero video](https://www.amo.on.ca/sites/default/files/assets/Municipal%20Move%20Campaign/ES-AMO-MunicipalMove_Campaign%20Hero%20Video_Full%20Version-Square-1080x1080.mp4)

**TEMPLATE 4: ARCHETYPE QUIZ TEMPLATE**

Municipal careers in Ontario reflect a wide range of skills, interests, and ways of contributing to community life. The *Municipal Move* campaign uses eight different archetypes to help people see where they fit.   
municipal work.

Each archetype reflects different kinds of work, motivations, and ways of contributing   
to community well-being.

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| A green sign with many stickers  AI-generated content may be incorrect. | **Quiz Post (ALL ARCHETYPES)** This post can be used to introduce the campaign archetype quiz.  **Recommended copy:**  Municipal careers reflect a wide range of skills, interests and ways of working.  If you are exploring meaningful work in your community, there may be a role you have not considered yet. Discover where a municipal career in Ontario could take you by visiting [municipalmove.ca](https://municipalmove.ca/quiz/?utm_source=toolkit_municipal&utm_medium=referral&utm_campaign=mymm&utm_content=universal_post).  **Recommended graphic:** [*Ontario’s municipalities are hiring*](https://www.amo.on.ca/sites/default/files/assets/Municipal%20Move%20Campaign/ES-AMO-MunicipalMove-MM3-Square-1080x1080.png) |

# QUESTIONS? Contact [workforce@amo.on.ca](mailto:mailto:workforce@amo.on.ca)

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