**CAMPAIGN OVERVIEW**

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

**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.
* Learners and students.
* 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 partners across Ontario.

This toolkit is designed to help partners share campaign content in a simple, flexible way that builds awareness of municipal careers in Ontario.

**Partners are encouraged to:**

* Use the content and graphics that feel most appropriate for their organization.
* Adapt language, framing and emphasis to reflect local voice, values, and priorities.
* Support awareness and exploration of municipal careers, rather than direct recruitment.

**This document includes:**

* 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:**

* Position posts as career exploration, not recruitment.
* Frame municipal careers as one of many possible paths.
* Emphasize values: impact, stability, community contribution.

|  |
| --- |
| **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. Graphics can be used to reinforce specific themes or to extend the campaign over time.

**TEMPLATE 1: COMMUNITY IMPACT**

**Recommended copy:**   
Municipal careers in Ontario reflect many different skills, interests, and ways of contributing.

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 work across Ontario includes hands-on roles that help care for land, infrastructure and shared spaces.

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:**   
Community life is supported by programs and services that bring people together.

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 how their strengths and interests may translate to   
municipal work.

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

|  |  |
| --- | --- |
| A green sign with many stickers  AI-generated content may be incorrect. | **UNIVERSAL POST (all archetypes)** This post can be used to introduce the campaign archetypes or reset messaging.  **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) |

**A green and yellow flower

AI-generated content may be incorrect.**[

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

# *A black and white text AI-generated content may be incorrect.*