



## Local Media and Social Media Engagement 2025 ROMA Conference

The 2025 Rural Ontario Municipal Association (ROMA) Conference runs from Sunday, January 19 to Tuesday, January 21. This year's conference theme is **ROMA 2025: Rural Routes**. The two-day event will serve as a key moment for municipal and provincial officials to connect on the unique challenges faced by rural municipalities.

In addition to the conference program, municipal staff and officials will participate in hundreds of municipal delegation meetings with provincial ministries. Delegation meetings are an opportunity for municipal leaders to discuss key issues that are top-of-mind for municipal governments directly with provincial ministries.

Please help ROMA maximize media and social media coverage of municipal priorities, recognizing that participation and public engagement is an opportunity to demonstrate and emphasize that municipal councils and staff are leading by example.

### Social Media and News Release Templates

We have attached templates that will make it easy to share content on Facebook, X, LinkedIn or Instagram. We encourage you to create your own content using the conference hashtag, #ROMA2025, and to follow ROMA on its social media accounts, including [LinkedIn](#), X at [@ROMA\\_Ont](#) and [Facebook](#).

We are also attaching a template Media Advisory that will help you prepare notices for local media. Media may attend the conference and must register at the Media Room upon arrival. The template advisory provides the details.

Reporters are always looking for the local angle to a broader story, so please make yourself available for interviews throughout the conference. It's an opportunity for you to highlight the hard work municipalities are doing together through ROMA to address matters that concern your community.

Lastly, you may be wondering if you are a ROMA member. The answer is most likely, "yes". ROMA does not have membership fees, or a formal registration process. As an organization, it serves rural municipalities and rural areas within municipalities. ROMA serves as the rural voice under the umbrella of the Association of Municipalities of Ontario (AMO). Most of Ontario's 444 municipalities have rural areas and interests. If you do, and are a member of AMO in good standing, then you are part of ROMA.

## 2025 ROMA Conference

### Conference Highlights and Details

Key presenters for the 2025 conference include Ontario Premier Doug Ford, opposition leaders, and provincial ministers. The program features dozens of speeches, sessions and workshops, focused on issues that matter most to rural Ontarians.

This year's conference is an opportunity for participants to learn about ROMA's latest priorities, including advocating for housing-enabling infrastructure, improving access to primary health care, and developing practical solutions for homelessness.

Other sessions will cover topics ranging from fostering healthy local democracy and cyber security to community benefit agreements for energy and broadband projects and managing municipal waste. There will be a Ministers' Forum, as well as a question-and-answer period with an expert panel.

In addition to the [conference program](#), municipal elected officials will take part in hundreds of delegation meetings with provincial ministries.

Please take a moment to review the program and identify the sessions that may be of interest to your community and local media. Familiarizing yourself with the content will make it easy for you to explain how your attendance at the conference will benefit your community. Full program details are available [here](#).

If you have any questions or need any help with the media release 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  
ROMA Membership Centre

## 2025 ROMA Conference

### Social Media Templates

The following templates are designed to help you communicate your participation in the 2025 ROMA Conference. The ROMA Conference hashtag is **#ROMA2025**

**NOTE:** Please use the higher quality 'ROMA Social Post' 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.

#### **POST 1 – Conference Preview**

[Name of Reeve / Mayor / Chair] of [Name of Community / Social Handle] will join rural municipal colleagues from across Ontario to take part in the ROMA Conference from January 19-21. #ROMA2025 <https://www.roma.on.ca/roma-conference>



OR



## 2025 ROMA Conference

### POST 2

[Municipality name / account name] is attending #ROMA2025. By connecting with other municipal and provincial leaders, we can learn, gain insight, and bring new and exciting ideas back to our communities. <https://www.roma.on.ca/roma-conference>



## 2025 ROMA Conference

### POST 3

The #ROMA2025 Conference is a place for municipal colleagues to come together and act as a united voice on issues and opportunities that matter in rural communities – like housing, homelessness and access to primary healthcare.

<https://www.roma.on.ca/roma-conference>



OR



*If you have any questions relating to the posting of this content, please do not hesitate to email Megan Abraham from Redbrick Communications, [abraham@redbrick.ca](mailto:abraham@redbrick.ca).*

## 2025 ROMA Conference

### Media Advisory

[DATE]

#### [NAME OF MAYOR / REEVE / CHAIR] Available for Interviews During 2025 ROMA Conference

[NAME OF COMMUNITY] – [NAME OF MAYOR / REEVE / CHAIR] will join more than 1,600 participants from across the province at the 2025 Rural Ontario Municipal Association (ROMA) Conference. The conference is being held in downtown Toronto, from January 19 to 21, 2025.

Key presenters include Ontario Premier Doug Ford, opposition leaders, and provincial ministers. Keynote speakers at this year's event include political columnist Chantal Hébert who is passionate about Canadian politics, public policy, and matters of national interest, and Jordan Simmons, Co-founder and CEO of Nominee, discussing democracy and Canada's path forward after the 2024 US election.

ROMA Chair Christa Lowry and Association of Municipalities of Ontario (AMO) President Robin Jones will also speak.

Concurrent sessions will focus on topics that are top-of-mind in rural communities, like fostering healthy local democracy, cyber security, community benefit agreements for energy and broadband projects, and managing municipal waste.

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

During the conference, interviews with [NAME OF MAYOR / REEVE / CHAIR] can be accommodated by calling [NAME, POSITION, TELEPHONE NUMBER].

All media are required to register in the VIP Room on the Concourse Level at the Sheraton Centre.

**About ROMA:** ROMA takes pride in promoting, supporting and enhancing strong and effective rural governments. About 270 of Ontario's 444 municipalities have populations of less than 10,000, while scores more are rural in character. The rural arm of the Association of Municipalities of Ontario, ROMA advocates for policies and programs that will help build thriving rural Ontario communities.

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For more information about ROMA or the 2025 Conference, contact:  
Brian Lambie, ROMA Media Contact, 416-729-5425, [lambie@redbrick.ca](mailto:lambie@redbrick.ca)  
Follow the conference on [LinkedIn](#) and on X at @ROMA\_Ont, Hashtag: #ROMA2025