
Meeting Annual Communications Requirements

Communications requirements

Requirements are set out in [municipal funding agreements](#) – but in short, municipalities are expected to:

- [Share project information promptly – and before funds are spent](#);
- [Post project signage where appropriate](#); and
- [Complete regular announcements](#).

Sharing project information

Report infrastructure projects supported by the CCBF to us:

- Promptly – and ideally as soon as the capital budget is approved; and
- Online – through our [CCBF reporting site](#).

Posting project signage

Install a sign at all CCBF project sites – except where it is impractical or inappropriate to do so.

The installation of a physical sign is not necessarily appropriate if your project is:

- Located in a remote area that is not visible to the public;
- Short (i.e., under seven days); or
- Small (i.e., has a total project cost of less than \$100,000).

In lieu of installing a physical exterior sign, you may, where appropriate:

- Install an interior sign (e.g., in the lobby of the building affected by your project); or
- Use digital signage (e.g., on a project web site or on a social media platform).

You may also install a single sign for a cluster of similar projects (i.e., a group of projects within the same investment category that are located in close proximity to one another).

Signs should be:

- Posted 30 days before construction begins; and
- Removed 30 days after construction ends.

Costs incurred to post signs are eligible project costs and can be financed by the CCBF.

See Infrastructure Canada's [signage page](#) for templates and more information.

Completing regular announcements

Municipalities with active CCBF projects must complete at least one communications activity each year by:

- Holding a milestone event;
- Distributing a news release;
- Profiling a project on social media or the municipal website; or
- [Sending project details and photos to us](#) for dissemination on our website and social media channels.

Events and news releases must be approved by AMO and the Government of Canada.

- [Contact us](#) at least **15 working days** beforehand.
- We will loop in communications staff with the Government of Canada.
- The Government of Canada may provide quotes and/or a federal representative.
- You may be required to delay events and news releases if insufficient notice is provided.

[Include AMO's CCBF team](#) as soon as possible for other activities (e.g., profiles on social media). We can:

- Review your content – for wording, confirmation of funding amounts, etc.; and
- Reshare your announcement – on our [website](#), [X](#), [Instagram](#), [YouTube](#), or [LinkedIn](#).

Not sure how to get started?

- Skim the [latest announcements](#) on our website for inspiration;
- Consult our [interactive map](#) to find ongoing CCBF projects in your community; and
- [Contact us](#) if you would like help to draft communications materials.

Social media tips

When posting on social media:

- Use plain language – avoiding jargon and other technical language;
- Include a photo or video – to make your post more engaging;
- Use the #CCBF and #CCBFinOntario hashtags – to get more eyes on your post; and
- Tag us – so that we can reshare your content.

You can find us:

- At @CCBFinOntario on [X](#) or [Instagram](#); or
- By searching for “The Canada Community-Building Fund in Ontario” on [LinkedIn](#).

Photography tips for social media

Add an engaging and [appropriately sized](#) photo to help your post stand out. Show people enjoying the CCBF-funded asset if possible – children playing in your new park, a couple exploring your freshly rehabilitated trail, or families visiting businesses in your revitalized downtown core, for example. Try to avoid quiet shots of infrastructure standing alone – unless the photo has artistic merit (e.g., a stunning sunset over your repaved roadway). Consider using scenic photos of your community if these options are unavailable.