

The Federal Gas Tax Fund

A Guide to Completing Your Communications Requirements

We are asking you to complete a communications activity for at least one federal Gas Tax funded project a year. The intention of this is to increase awareness – we recognize the importance of federal Gas Tax funding in supporting infrastructure projects across the province and want to help folks understand the impact the Fund is having in their community.

What does this require?

- As noted in the [MFA](#), communications activities may include, but are not limited to, public or media events, news releases, reports, web articles, blogs, project signs, digital signs, publications, success stories and vignettes, photo compilations, videos, advertising campaigns, awareness campaigns, editorials, award programs, and multi-media products.
- This can be as simple as sharing a brief description of the project and photo on social media – and if your municipality does not have social media, you can share content with us and we will share it on your behalf.
- You can find a list of active projects you have reported to us [here](#).
- Once you have selected a project(s) to profile, please let us know and send any relevant pictures, links, etc.

Making an engaging social media post

Use your social media post to inform citizens of Gas Tax-funded infrastructure projects in your area. Tell them how it benefits them. Use plain language, avoid jargon, and include a picture or video.

Please be sure to use the following hashtags in your Gas Tax-related posts **#GasTaxAtWork** **#federalGTF** and to also tag our relevant Gas Tax account (Twitter: @GasTaxInOntario Instagram: @federalgastaxontario LinkedIn: @The Federal Gas Tax Fund in Ontario)

Taking a great picture

A photo is vital to make your social media post stand out on people's timelines. Where possible, include people in your photos to show how your Gas Tax project is being enjoyed. In some cases this may not be possible, so a simple shot that tells the story of the project will suffice. There may be some projects that are difficult to capture any picture of, and in these cases you may be able to use scenic photos of your area instead.

Here is a guide on what size your photo should be depending on which social media platform it's for: <https://redbrick.ca/wp-content/uploads/2020/02/Social-Media-Images-Cheat-Sheet.pdf>

For assistance in creating social media posts, feel free to contact Stef Lach from Redbrick Communications via email at lach@redbrick.ca