

Social Media Kit

STATE OF EMPLOYEE LISTENING IN CANADIAN MUNICIPALITIES – 2026

TAGGING REFERENCE

@TalentMap @FPEIM

Tag by region when relevant:

Ontario: @City of Kitchener @Region of Waterloo @Regional Municipality of York

BC: @City of Maple Ridge @City of Mission @Resort Municipality of Whistler

East Coast: @Halifax Regional Municipality

Confirm each organization's exact LinkedIn handle before posting. Not all municipalities maintain active pages.

POSTING CADENCE AND TIMING

Suggested schedule (work backward from May 15, 2026):

- Week 1 (announcement): Post 1 — Awareness
- Week 3 (mid-campaign): Post 2 — Value / Insight
- Final week before May 15, 2026: Post 3 — Urgency / Deadline

LinkedIn: Tuesday – Thursday | 8:00–10:00 am or 12:00–1:00 pm local time

Facebook: Wednesday or Thursday | 1:00–3:00 pm

Instagram: Wednesday | 11:00 am–1:00 pm or 7:00–9:00 pm

Engagement tip: Reply to comments within the first 60 minutes of posting. LinkedIn's algorithm rewards early engagement and significantly boosts organic reach.

1LINKEDIN POST 1 OF 3

Week 1 — Announcement

Awareness

TM

[Your Name / Association Name]

Just now · 🌐

LinkedIn

30+ Canadian municipalities are benchmarking how they listen to employees — and the results will shape public sector practice for years to come.

TalentMap's State of Employee Listening in Canadian Municipalities – 2026 is the first national study of its kind, supported by provincial municipal associations across Canada.

If your municipality has not yet registered, participation is:

Free. 10 minutes. Completely anonymous. No sales follow-up.

Municipalities that join receive early access to the national benchmark report, leadership alignment insights, and an invitation to a national findings session.

The study closes May 15, 2026. Your residents deserve a municipality that listens — this is where that work is measured.

Register or learn more: <https://talentmap.com/employee-listening-in-canadian-municipalities-2026/>
Contact: Sean Fitzpatrick, TalentMap — sfitzpatrick@talentmap.com

#EmployeeListening #CanadianMunicipalities #PublicSector #MunicipalLeadership #LocalGovernment #HRLeadership #WorkplaceCulture

HASHTAGS

#EmployeeListening #CanadianMunicipalities #PublicSector #MunicipalLeadership #LocalGovernment #HRLeadership #WorkplaceCulture

TAGGING SUGGESTIONS

@TalentMap @FPEIM + your regional cluster

2LINKEDIN POST 2 OF 3

Week 3 — Mid-campaign

Value / Insight

TM

[Your Name / Association Name]

Just now · 🌐

LinkedIn

Most municipalities benchmark their services to residents.

Very few benchmark how well they listen to the people delivering those services.

That gap is what TalentMap's State of Employee Listening in Canadian Municipalities – 2026 is designed to close.

It focuses on how employee sentiment reaches leadership and council, and whether it drives real policy and culture change.

More than 30 municipalities are already contributing their data, including City of Kitchener, Halifax Regional Municipality, Region of Waterloo, and Regional Municipality of York.

Participation takes 10 minutes. The study closes May 15, 2026.

Learn more: <https://talentmap.com/employee-listening-in-canadian-municipalities-2026/>

#EmployeeListening #MunicipalLeadership #PublicSector #WorkplaceCulture #ActionPlanning #CanadianMunicipalities #LocalGovernment #LeadershipDevelopment

HASHTAGS

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TAGGING SUGGESTIONS

@TalentMap @FPEIM @City of Kitchener @Region of Waterloo @Regional Municipality of York @Halifax Regional Municipality

3LINKEDIN POST 3 OF 3

Final week before May 15, 2026

Urgency / Deadline

TM

[Your Name / Association Name]

Just now · 🌐

LinkedIn

The study closes May 15, 2026.

If your municipality has been meaning to register for TalentMap's State of Employee Listening in Canadian Municipalities – 2026, this is the week to act.

What participating municipalities receive:

- National peer benchmarking using Canadian municipal data
- Early access to the 2026 State of Employee Listening Strategic Report
- A strategic roadmap for action planning
- Invitation to a findings session reviewing key national results

Free. 10 minutes. Fully anonymous. No sales follow-up.

30+ municipalities are already in — including City of Maple Ridge, City of Mission, Resort Municipality of Whistler, and Halifax Regional Municipality.

After May 15, 2026, the study closes. No exceptions.

Register now: <https://talentmap.com/employee-listening-in-canadian-municipalities-2026/>
Or contact Sean Fitzpatrick directly: sfitzpatrick@talentmap.com

#MunicipalLeadership #EmployeeListening #CanadianMunicipalities #PublicSector #LocalGovernment #HRLeadership #LastChance

HASHTAGS

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TAGGING SUGGESTIONS

@TalentMap @FPEIM @City of Maple Ridge @City of Mission @Resort Municipality of Whistler @Halifax Regional Municipality

OPTIONAL — FACEBOOK / INSTAGRAM SHORT-FORM CAPTIONS

AWARENESS VARIANT (WEEK 1)

30+ Canadian municipalities are already benchmarking their employee listening practices. Is yours one of them?

TalentMap's State of Employee Listening in Canadian Municipalities – 2026 is free, anonymous, and takes just 10 minutes. The study closes May 15, 2026.

Contact Sean Fitzpatrick at sfitzpatrick@talentmap.com to learn more or register.

#EmployeeListening #CanadianMunicipalities #PublicSector #LocalGovernment #MunicipalLeadership

URGENCY VARIANT (FINAL WEEK BEFORE MAY 15, 2026)

The study closes May 15, 2026. If your municipality isn't in yet, now is the time.

10 minutes. Free. Fully anonymous. National benchmarking data in return.

Contact Sean Fitzpatrick at sfitzpatrick@talentmap.com to register.

#EmployeeListening #LocalGovernment #PublicSector #MunicipalLeadership #CanadianMunicipalities

GRAPHIC / VISUAL GUIDANCE

LinkedIn Feed

1200 x 627 px

LinkedIn Carousel

1080 x 1080 px

Facebook Feed

1200 x 630 px

Instagram Feed

1080 x 1080 px

Instagram Story

1080 x 1920 px

Suggested palette (TalentMap brand):

#FFF4EC · #2E3A4A · #E87424 · #23A455 · #FFFFFF

Suggested headline overlays for graphics:

Post 1: "30+ Municipalities. One Benchmark. Canada's First."

Post 2: "Most municipalities benchmark services. Few benchmark listening."

Post 3: "Closes May 15, 2026. Are you in?"