



RURAL ONTARIO
INSTITUTE

Vision, Voice and Leadership

2021 - SOCIAL MEDIA TOOL KIT

Building
**vision, voice
& leadership**

SOCIAL MEDIA TOOL KIT

ABOUT US

The Rural Ontario Institute (ROI) delivers programs that develop strong leaders who are critical voices around opportunities and key issues facing rural and northern Ontario.

Mission

Developing leaders and facilitating collaboration on issues facing rural and northern Ontario.

BUILDING VISION, VOICE & LEADERSHIP

Date Launched: 2010

Office Located: Guelph

Program Media Contacts:

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General Media Inquiries

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Website: ruralontarioinstitute.ca



TWITTER

@ROIInstitute



FACEBOOK

@ruralontarioinstitute



INSTAGRAM

@ROIInstitute



YOUTUBE

@Rural Ontario Institute (ROI)

PROGRAM CONTACTS



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BRANDING GUIDELINES

FONT: ARIAL

CANVA FONT: OPEN SANS, MERRIWEATHER

BLUE

#4BA3D5

GREEN

#648426

BROWN

#421400



Vision, Voice and Leadership

*Please do not resize or edit logos and adhere to branding guidelines.

RURAL CHANGE MAKERS

Youth (aged 18 - 29) across Ontario will build upon their existing talents through networking and training together. Each RCM will mobilize their community to take action on an important issue.



ADVANCED AGRICULTURAL LEADERSHIP PROGRAM (AALP)

is an 18-month experiential leadership program for those who want to shape the future of the agriculture and food industry.



LINKS & RESOURCES

[ROI & Program Logos](#)



HASHTAGS

Rural Hashtags

#OntAg #RuralON #cdnag #Rural
#nonprofit #onmuni #onpoli #leadership
#smallbusiness #RuralChangeMakers

Agriculture Hashtags

#agriculture #Ontag #ONAg #agrifood
#AgTwitter #AALP #leadership
#localfood #smallbusiness

OUR IMPACT

LEADERS IN THE AGRI-FOOD SECTOR

482 AALP graduate leadership positions in the Ontario Agriculture and Food Industry and throughout rural communities across the province.

AALP graduates are leading in over 33 agri-food value chain organizations and businesses

#LEAD YOUR FIELD



INCREASED RURAL RETENTION

72% of Rural Change Makers said they are more likely to stay in their local community to work and live (up from 45% at the start of the program).

#RURAL YOUR ADVENTURE

INFORMING RURAL LEADERS

14 Factsheets on Covid-19 impacts on rural employment and businesses including a compiled edition.

- [Blogs](#)
- [Infographics](#)



on Rural Ontario