



★ SMALL BUSINESS SATURDAY® ★

NOV 24

SPREAD THE WORD ON SOCIAL

Now that you're armed with Shop Small® marketing materials for your social media, it's time to put them to work. Here are a few tips on using your materials to help engage your followers and bring in even more shoppers on Small Business Saturday®.



PROFILE PICTURE

Show your support for #SmallBizSat by updating your business's profile picture on Facebook, Twitter, and Instagram.



COVER PHOTO

Celebrate your business and your community with a cover photo for your Facebook or Twitter pages.



SOCIAL POSTS

Make your business stand out in your followers' social feeds. These images let people know you're open on Nov 24. Use as stand-alone posts or with the sample social copy.



SAMPLE SOCIAL COPY

Join the #ShopSmall conversation and get fans talking with this sample social copy. Share it on its own or alongside the social posts.



VIDEO

Catch the eyes of your followers with a video that can be uploaded and shared on Facebook and all your social media. Use as a stand-alone post or share with your sample social copy.

**GET YOUR FOLLOWERS EXCITED TO
#SHOPSMALL WITH YOU ON #SMALLBIZSAT**

