



SPREAD THE WORD ON SOCIAL

Now that you're armed with custom 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®.



CUSTOM PROFILE PICTURE

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



CUSTOM COVER PHOTO

Celebrate your business and your community with a custom cover photo for your Facebook page or Twitter feed.



CUSTOM SOCIAL POSTS

Make your business stand out in your followers' social feeds. These custom images let people know you're open on Nov 25. 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 your custom social post.



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

