



# Capital Readiness Tips

Social Media Campaign Toolkit – Summer 2025

## Instructions

### Purpose of the Toolkit

This toolkit is designed to help SCALE Network members promote their technical assistance services and spread the word about capital readiness for small businesses. It includes sample posts, suggested images, and hashtags for **Facebook, LinkedIn, Instagram, and X (Twitter)**.

### How to use this Toolkit

1. **Choose your platform(s):** Use the provided copy for Facebook, LinkedIn, Instagram, and/or X. You can copy and paste posts directly or modify them to suit your brand voice.
2. **Use a scheduling tool:** If your organization has accounts on 2 or more social media platforms, we recommend using a scheduling tool to save time.
3. **Download and use provided images:** Use the included graphics or pair the posts with your own visuals of business owners or advisors.
4. **Use the suggested hashtags:** Add the relevant hashtags to help reach a wider audience (see below).
5. **Recommended posting schedule:** The campaign start date is **July 7**. Spread posts out over 4-6 weeks. We recommend posting 1–2 times per week.

### Suggested Hashtags

Include 2–4 per post, depending on the platform:

#SCALE #SmallBusiness #SmallBiz #AccessToCapital #BusinessFunding  
#EntrepreneurTips #SCALECapitalAccess

## Questions or Need Support?

If you need help using this toolkit, contact Sandra Flores at [sflores@CAMEOnetwork.org](mailto:sflores@CAMEOnetwork.org).

## Social Media Images

We've created two image styles for each post in the toolkit:

- **Version A:** Stock photos
- **Version B:** Custom illustrations

We're testing these to determine which visual style performs better across platforms.

### What to Do:












- The toolkit includes six unique posts per platform.
- Each week, schedule each post **twice** – once with **Version A** and once with **Version B**.
- Track performance metrics (e.g., reach, clicks, likes, shares, etc.) for each version.
- **Submit your analytics** at the end of the campaign so we can compare results.

**Download all the campaign images [here](#).**

## Facebook/LinkedIn Post Copy

*(Note: make sure to use the provided alt text for the LinkedIn posts)*












Post 1	Post 2
<p>Ready to access capital for your business? Here's what you need to know to start:</p> <ul style="list-style-type: none"><li>✅ Business Eligibility – Make sure your business meets lender guidelines.</li><li>✅ Loan Purpose – Be clear about why you need the funds (working capital, equipment, real estate, etc.).</li></ul> <p>Join California's SCALE Network and receive support from a trusted business advisor who wants to see you and your business thrive. Let's get you capital ready! 💰</p> <p><a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>	<p>📄 What does your business need to be capital ready?</p> <p>To access funding, you'll need to put your business in order. That includes: ✔ A clear business history</p> <ul style="list-style-type: none"><li>✔ Disclosure of ownership and affiliations</li><li>✔ Up-to-date legal documents</li><li>✔ A strong business plan with financials</li><li>✔ Documentation of job creation</li></ul> <p>Ready to take the next step? Join California's SCALE Network and be paired with a trusted business advisor to guide you through the process!</p> <p><a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>

Post 3	Post 4
<p> What do lenders look at when you apply for a business loan?</p> <p>To be capital ready, your financial documents need to be in order. That includes:</p> <ul style="list-style-type: none"> <li>✓ Credit score</li> <li>✓ Collateral</li> <li>✓ Personal guarantee</li> <li>✓ Bank statements</li> <li>✓ Debt schedule</li> <li>✓ Tax returns</li> <li>✓ Business and personal financial statements</li> <li>✓ Financial projections</li> </ul> <p> Receive expert support through California's SCALE Network and work with a trusted business advisor to prepare with confidence. Let's get your business ready for funding!</p> <p><a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>	<p>Being capital ready isn't just about paperwork — it's about having the right support system.</p> <p>California's SCALE Network offers more than just help organizing your loan documentation. We provide:</p> <ul style="list-style-type: none"> <li> Legal services</li> <li> Accounting support</li> <li> Financial advising</li> <li> Workshops and 1:1 business advising</li> </ul> <p>Whether you're preparing for a loan or planning your next phase of growth, our mission is to help you at every step to success.</p> <p>✓ Prepare your small business to access capital — and thrive.</p> <p><a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>
Post 5	Post 6
<p> Did you know?</p> <p>Small businesses that receive a loan or financing are:</p> <ul style="list-style-type: none"> <li> 54% more likely to qualify for future loans</li> <li> 54% more likely to survive long-term</li> <li> And increase sales by an average of 41%</li> </ul> <p>Ready to boost your business? Join California's SCALE Network and start your capital readiness journey with a trusted business advisor who will guide you every step of the way!</p> <p><a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>	<p> Ready to grow your business and access capital?</p> <p>The SCALE Network matches you with expert coaches who can help you:</p> <ul style="list-style-type: none"> <li>✓ Navigate the lending process</li> <li>✓ Build strong financial skills</li> <li>✓ Craft a compelling business plan</li> <li>✓ Secure funding</li> </ul> <p>... and more!</p> <p>Our business advising is tailored to your unique needs. Whether you're starting or scaling up our mission is to help you succeed. Join California's SCALE Network and start your capital readiness journey today!</p> <p><a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>

# Instagram Post Copy

(Note: Make sure to add the link to your lead form in your account's bio:

[bit.ly/SCALECAMEO](https://bit.ly/SCALECAMEO))

Post 1	Post 2
<p> Want to grow your business with the right funding?</p> <p>Here's what you need to be capital ready:</p> <ul style="list-style-type: none"><li>✅ Business Eligibility – Know if you qualify</li><li>✅ Loan Purpose – Define how you'll use the funds: working capital, equipment, real estate, and more!</li></ul> <p>Click the link in our bio to join the #SCALE Network and connect with a business advisor who's got your back. Your capital journey starts here! 📄📊</p>	<p>Ready to grow your business with funding?</p> <p>Make sure you're capital ready!</p> <p>Here's what you'll need:</p> <ul style="list-style-type: none"><li>📄 Business history</li><li>👥 Ownership details</li><li>📁 Legal docs in order</li><li>📊 Business plan</li><li>📁 Job creation plan &amp; records</li></ul> <p>💡 Get help pulling it all together with support from a trusted business advisor.</p> <p>Click the link in our bio to join the #SCALE Network and start your capital readiness journey today!</p>
Post 3	Post 4
<p>💰 Want your business to qualify for a loan?</p> <p>You need to be capital ready, and that starts with your finances:</p> <ul style="list-style-type: none"><li> Credit score</li><li> Collateral</li><li> Personal guarantee</li><li> Bank statements</li><li> Debt schedule</li><li> Tax returns</li><li> Financial statements</li><li> Projections</li></ul> <p>Feeling overwhelmed? Don't worry.</p> <p>Click the link in our bio to join the #SCALE Network and work with a business advisor who will guide you through every step.</p>	<p>Need funding? Make sure you're capital ready — and supported.</p> <p>The #SCALE Network helps small businesses prep loan documents AND offers:</p> <ul style="list-style-type: none"><li>⚖️ Legal support</li><li>📊 Accounting services</li><li> Financial advising</li><li> Business workshops</li></ul> <p>We're here to make sure your small business has everything it needs to access capital and grow.</p> <p>Ready to get started? Let's build your future together. Click the link in our bio to learn more.</p>

Post 5	Post 6
<p>💡 Did you know?</p> <p>Small businesses that get a loan or financing:</p> <ul style="list-style-type: none"> <li>✓ Are 54% more likely to qualify for future loans</li> <li>✓ Are 54% more likely to survive</li> <li>✓ Increase sales by 41% on average</li> </ul> <p>Take the first step toward your business's growth — click the link in our bio to join the #SCALE Network and get personalized support from a trusted business advisor.</p>	<p>Your business deserves the right support.</p> <p>The SCALE Network connects you with expert coaches who can help you:</p> <ul style="list-style-type: none"> <li>🔍 Understand the lending process</li> <li>💰 Build financial skills</li> <li>📝 Write a winning business plan</li> <li>💵 Secure funding</li> <li>👏 And more!</li> </ul> <p>Get personalized advising based on your goals and stage of business.</p> <p>Click the link in our bio to join the #SCALE Network and get capital ready!</p>

## Twitter/X Post Copy

Post 1	Post 2
<p>What do you need to be capital ready?</p> <ul style="list-style-type: none"> <li>✓ Business Eligibility</li> <li>✓ Loan Purpose (working capital, equipment, etc.)</li> </ul> <p>Join the #SCALE Network for 1:1 support from a business advisor. Start your funding journey today!</p> <p><a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>	<p>Is your business capital ready?</p> <ul style="list-style-type: none"> <li>✓ Business history</li> <li>✓ Ownership &amp; affiliations</li> <li>✓ Legal docs</li> <li>✓ Business plan</li> <li>✓ Job creation records</li> </ul> <p>Receive 1:1 help through the #SCALE Network and prep for funding with confidence.</p> <p><a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>
Post 3	Post 4
<p>To be capital ready, your financials need to be in shape:</p> <ul style="list-style-type: none"> <li>📌 Credit score</li> <li>📌 Collateral</li> <li>📌 Bank statements</li> <li>📌 Tax returns</li> <li>📌 Financial &amp; personal statements</li> <li>📌 Projections</li> </ul> <p>Join the #SCALE Network and work with a trusted advisor to prepare for funding. <a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>	<p>Becoming capital ready is more than organizing docs.</p> <p>The #SCALE Network offers:</p> <ul style="list-style-type: none"> <li>⚖️ Legal services</li> <li>📊 Accounting help</li> <li>📈 Financial advising</li> <li>🗂️ Workshops &amp; advising</li> </ul> <p>We meet your business where it's at, so you can grow. <a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>

Post 5	Post 6
<p>Small businesses with loans are:</p> <ul style="list-style-type: none"> <li>✓ 54% more likely to qualify for future loans</li> <li>✓ 54% more likely to survive</li> <li>✓ Increase sales by 41%</li> </ul> <p>Join the #SCALE Network to start your capital readiness journey with expert support!</p> <p><a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>	<p>Need help securing funding?</p> <p>The SCALE Network matches your business with expert coaches who help you:</p> <ul style="list-style-type: none"> <li>✦ Navigate lending</li> <li>✦ Build financial skills</li> <li>✦ Write a biz plan</li> <li>✦ Secure capital</li> </ul> <p>Advising tailored to your needs. Start your journey today! <a href="https://bit.ly/SCALECAMEO">bit.ly/SCALECAMEO</a></p>