

# SHOP SMALL<sup>®</sup> NEVADA



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## SOCIAL MEDIA VIDEO TOOL KIT

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**#1 Find a small business to highlight in a video**

**#2 Use the sample script:**

"Hi, my name is (your name) and I want to encourage you to support our local businesses and shop small every Saturday. I care about our small businesses because (your reason for shopping small), so please join me by shopping at Nevada businesses every Saturday, and share your reason for shopping local on social media with the hashtag ShopSmallNevada."

**#3 Post the video on social media**

**#4 Tag @LGKateMarshall @NevadaDBI**

**and use the hashtags #ShopSmallNevada #ShopNVSaturday**

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Example Video from Lt. Governor Kate Marshall:

