



careers  
businesses  
neighborhoods

## NYC #ShopYourCity 30-Day Challenge: Social Media Toolkit

#ShopYourCity is an initiative from the NYC Department of Small Business Services (SBS) to support our local small businesses in New York City.

As we begin to safely reopen our city, the Mayor is challenging New Yorkers to put a brief pause on the big box and large chain stores and shop their local small businesses for 30 days during the month of May.

By making a commitment to shopping small we will help keep our favorite restaurants, barbershops, and small retail stores open, aiming to support our neighborhoods that need it the most.

This document offers various options and social media language for your creative use. Feel free to challenge your family and friends to participate. Thank you for your help!

### Official Campaign Hashtag:

#ShopYourCity

### Official Campaign Accounts to Tag:

Facebook: [www.facebook.com/NYCBusiness](http://www.facebook.com/NYCBusiness)

Instagram: [www.instagram.com/nycsmallbiz](http://www.instagram.com/nycsmallbiz)

Twitter: [www.twitter.com/nyc\\_sbs](http://www.twitter.com/nyc_sbs)

LinkedIn: [www.linkedin.com/company/nycsmallbiz](http://www.linkedin.com/company/nycsmallbiz)

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## General Content to Promote Shopping Locally

### Twitter

@

Support the small businesses that make our city a unique place to live:

 Shop safely in person or online

 Buy a gift card

 Order delivery or curbside pickup

Find options to help you #ShopYourCity from @NYC\_SBS at [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity).

### Instagram

@

Neighborhood businesses keep New York going 24/7.

Here are the top 3 ways you can support the small businesses that make our city a unique place to live:

 Shop safely in person or online

 Buy a gift card

 Order delivery or curbside pickup

Find options to help you #ShopYourCity from @nycsmallbiz at [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity).

### Facebook/LinkedIn

@

Neighborhood businesses keep New York going 24/7.

Here are the top 3 ways you can support the small businesses that make our city a unique place to live:

 Shop safely in person or online

 Buy a gift card

 Order delivery or curbside pickup

Find options to help you #ShopYourCity from @NYC Department of Small Business Services at [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity).

## Community-specific Content for SBS Use

For all channels as necessary.

@

Black-owned businesses don't just provide goods and services. And we know they're essential to the fabric of our community through our #BENYC work. Find Black-owned businesses to support at [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity).

@

We support NYC's women-owned businesses through our WE NYC initiative. You can show NYC's 350K+ women-owned businesses your support, too. Find women-owned businesses at [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity).

@

This #AAPIHeritageMonth show your favorite AAPI businesses some love! Visit [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity) to find lists of local businesses and new ways to show support.

@

We celebrate the successes of Latinx entrepreneurs! Support Latinx-owned businesses this month. Need ideas? Find lists of local businesses at [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity).

## Themed Week Social

### Week 1 – Food and Beverage

@

Who else besides your mom would bring you chicken soup at 3 a.m. when you're sick? Your local deli owner!

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. nyc.gov/shopyourcity

@

Who else besides your coworker knows if you take cream or sugar? Your local coffee shop owner!

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. nyc.gov/shopyourcity

@

Who else besides your oven knows your preferred slice temperature? Your local pizzaiolo!

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. nyc.gov/shopyourcity

### Week 2 – Personal Care

@

Who can you trust to air out your dirty laundry? Your local dry cleaner!

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. nyc.gov/shopyourcity

@

Who else besides your bff knows you're about to pop the question? Your local barber!

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. nyc.gov/shopyourcity

@

Who else knows how to make your brows more Cara Delevigne and less Hagrid? Your local salon!

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. nyc.gov/shopyourcity

### Week 3 – Retail

@

Where else can you find the perfect card for your aunt's cat's birthday? Your local stationary shop!

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. nyc.gov/shopyourcity

@

Who else has that limited edition recording from Woodstock that you've been thinking about for 51 years? Your local record store!

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. [nyc.gov/shopyourcity](http://nyc.gov/shopyourcity)

@

Who knows how many miles have been walked in your shoes? Your local cobbler!

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. [nyc.gov/shopyourcity](http://nyc.gov/shopyourcity)

#### **Week 4 – Legacy Businesses**

@

Who do you trust to know the perfect ratio of capers to schmear for your bagel? One of NYC's 100 year old delicatessens!

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. [nyc.gov/shopyourcity](http://nyc.gov/shopyourcity)

@

Where else can you find a meatball that tastes just like the ones Nonna used to make? One of NYC's 100 year old Italian markets!

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. [nyc.gov/shopyourcity](http://nyc.gov/shopyourcity)

@

Who besides your super knows the tool you need to turn off the heat in a prewar apartment?

The staff at your 100 year old hardware store.

Show our city's small businesses we're here for them just as much as they're here for us:

#ShopYourCity. [nyc.gov/shopyourcity](http://nyc.gov/shopyourcity)

# Celebrity-Led Corridor Tour

## Creative:

Join the Commissioner of NYC SBS and Elected Officials and take them on a tour of your neighborhood using content on social media to share how you support your local small businesses.

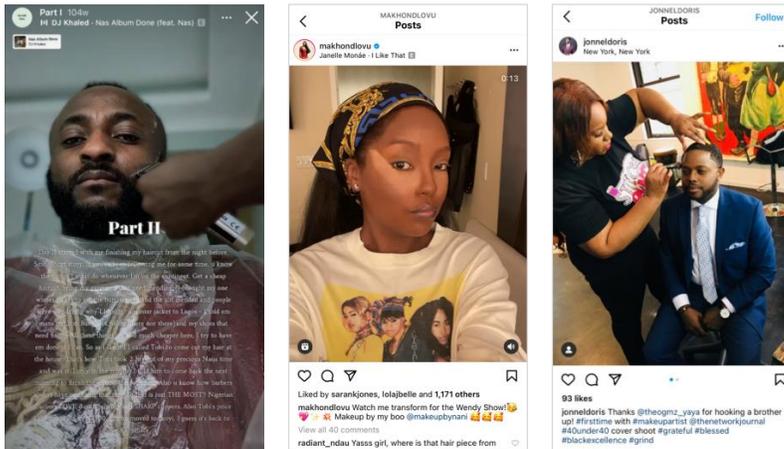
Start off the day sharing how you support personal care businesses (hair salon, barber shop, makeup).

Then meet the Commissioner and Elected Officials and take them on a neighborhood tour.

### 1. Share How You Support Local Personal Care Businesses

Start off the day featuring local personal care businesses

**Personal Care Services:** (barbershop, makeup, salon etc.)



### 2. Join NYC Leadership and Take Them on a Tour

Join the NYC Department of Small Business Services Commissioner and Elected Officials and take them through your neighborhood to visit local small businesses.



Capture content as you stop at a few of the following places, but please be mindful that you are not endorsing any one specific business.

**Retail:** (apparel, home goods, bookstore etc.)



**Food & Beverage:** (restaurant, deli, coffee shop, ice cream shop etc.)



**Capturing Video Guidance:**

If you'd like to capture video, you are welcome to create your own script or use the scripts in the next section, Create Your Own Video.

Please review SBS's guidance for video creation [here](#).

## Create Your Own Video

Make a short video sharing the following points:

- Mention why you love supporting NYC local businesses
- Encourage New Yorkers to enter the #ShopYourCity challenge using the below script

### Script - Challenge

Do you love small businesses as much as I do?

Show them some love by entering the #ShopYourCity Challenge from the NYC Department of Small Business Services (SBS)!

All you need to do is take a photo of yourself supporting a local business in New York City then visit [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity) to upload your photo.

Photos will be judged and selected winners will receive a \$50 gift card!

Want to take it one step further? Share your photo to Instagram using #shopyourcity and tag @nycsmallbiz and you might get featured on the SBS Instagram!

### Script – General

Neighborhood businesses keep the city that never sleeps going 24/7.

From knowing how we take our coffee to saving that great shirt for you in your size, no one knows New Yorkers better than our small business owners.

Show your favorite small businesses some love:

- Treat yourself and shop safely online or in person
- Order some gift cards
- Grab take out

Need ideas or want to discover a new favorite?  
Visit [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity). That's [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity).

### Video Examples



[Food & Beverage](#)



[Food & Beverage](#)



[Personal Care](#)

## Suggested Captions for Corridor Tours

Please use the below content if you want to share that you were on a tour, but you are not leading the tour or going to businesses you are familiar with.

### Twitter

@

Today I joined @nyc\_sbs Commissioner @JonDoris1 and @NYCMayor in TK LOCATION to show small businesses that we're here for them as much as they're here for us. Show some love to your favorite small businesses. Visit [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity) to learn how.

### Instagram

@

Today I joined @nycsmallbiz Commissioner @JonnelDoris and @NYCMayor in TK LOCATION to show small businesses that we're here for them as much as they're here for us. Show some love to your favorite small businesses. Visit [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity) to learn how.

### Facebook/LinkedIn

@

Today I joined @NYC Department of Small Business Services Commissioner Jonnel Doris and @Mayor Bill de Blasio in TK LOCATION to show small businesses that we're here for them as much as they're here for us. Show some love to your favorite small businesses. Visit [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity) to learn how.

## Community-specific Social Copy

### Twitter

@

Black-owned businesses don't just provide goods and services. They're essential to the fabric of our community. Find Black-owned businesses to support at [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity).

@

I support NYC's women-owned businesses. You can show NYC's 350K+ women-owned businesses your support, too. Find women-owned businesses at [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity).

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This #AAPIHeritageMonth show your favorite AAPI businesses some love! Visit [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity) to find lists of local businesses and new ways to show support.

@

We celebrate the successes of Latinx entrepreneurs! Support Latinx-owned businesses this month. Need ideas? Find lists of local businesses at [nyc.gov/shopyourcity](https://nyc.gov/shopyourcity).

## Challenge Social Copy

### Twitter

@

Show small businesses your support and join the @NYC\_SBS #ShopYourCity Challenge for a chance to win a \$50 gift certificate! Learn more and enter at [nyc.gov/shopyourcity](http://nyc.gov/shopyourcity).

### Instagram

@

Show your support for small businesses and enter the @nycsmallbiz contest for a chance to win a prize! No purchase necessary. Learn more and enter at [nyc.gov/shopyourcity](http://nyc.gov/shopyourcity).

P.S. Your photos may be shared to the NYC Department of Small Business Services' Instagram stories!

#ShopYourCity

### Facebook/LinkedIn

@

Show your support for small businesses and enter @NYC Department of Small Business Services' contest for a chance to win a prize! No purchase necessary. Learn more and enter at [nyc.gov/shopyourcity](http://nyc.gov/shopyourcity).

P.S. Your photos may be shared to the NYC Department of Small Business Services' Instagram stories!

## Alt Text for Graphics

All graphics for this campaign can be found [here](#). Please note that graphics labeled “Twitter” can also be used for Facebook and LinkedIn. Graphics for Instagram are labeled appropriately. Please use the below alt text when sharing to social media to ensure ADA-accessibility.

<p><b>Black Entrepreneurs Graphics Alt Text</b></p>	<p><b>AAPI Community Graphics Alt Text</b></p>	<p><b>AAPI Community Graphics Alt Text</b></p>
		
<p>A woman wearing a face covering is looking away from the camera. She is wearing an apron and holding a jar. You can see her store in the background. Text reads: Shop Your City: BE NYC. In the top left is the NYC SBS logo.</p>	<p>Graphic has a red background with small floral details in the corners. In the center is a circular photo showing small cat toys that wave their paws. Text reads: Shop Your City. In the bottom right is the NYC SBS logo.</p>	<p>Graphic has a red background with small floral details in the corners. In the center is a circular photo showing bowls of colorful spices. Text reads: Shop Your City. In the bottom right is the NYC SBS logo.</p>
<p><b>Women Entrepreneurs Graphics Alt Text</b></p>	<p><b>Latinx Entrepreneurs Graphics Alt Text</b></p>	<p><b>Shop Your City Challenge Graphics Alt Text</b></p>
		

Graphic has a dark blue background with the NYC grid in a slightly lighter shade of blue. In the center is a circular photo of a business owner in a face and blue shirt covering with their arms crossed. Text reads: Shop Your City.

Graphic has a dark blue background with the NYC grid in a slightly lighter shade of blue. In the center is a circular photo of a woman in a blue shirt and apron with her arms crossed. Text reads: Shop Your City.

Graphic has a dark blue background with the NYC grid in a slightly lighter shade of blue with small icons for a bagel, diamond, scarf, book, and coffee. Text reads: Shop Your City Challenge. Shop your support for small businesses and enter our contest for a chance to win a prize! No purchase necessary.

**Shop Your City General Graphics Alt Text**



Graphic has a dark blue background with the NYC grid in a slightly lighter shade of blue with small icons for a bagel, diamond, scarf, book, and coffee. Text reads: NYC Means Business. Shop Your City.