



WITH



SOCIAL MEDIA TIP SHEET

LEVERAGE THE TIPS AND MATERIALS IN THIS KIT TO HELP RAISE AWARENESS FOR SMALL BUSINESS SATURDAY® AND RALLY SUPPORT FOR YOUR COMMUNITY YEAR-ROUND.



USE THE ENCLOSED SOCIAL POSTS

Share these pre-made posts on social media to encourage members of your community to Shop Small® throughout the holiday season. You can also use items from the Shop Small® Kit to create your own content.

ADD HASHTAGS

Remember to share photos and videos on social media as you promote Shop Small in your community using **#AmexSBSChampion**, **#ShopSmall**, and **#SmallBizSat**.

ENGAGE WITH SOCIAL MEDIA

- Follow **@ShopSmall** and **@AmericanExpress** – there will be plenty of content to engage with and reshare.
- Follow local small businesses and like, share, or comment on their posts about Shop Small or Small Business Saturday.

Pro Tip: Share or retweet inspiring content from small businesses on your social media accounts. Promoting these authentic posts helps build buzz.

SEND VIRTUAL THANK YOU NOTES

Thank the local small businesses that participated in your efforts. Tag them in social posts and give them special shout-outs. They'll appreciate the recognition.