

Guide to using social media

Together the small business community is stronger, so join us in spreading the word about Small Business Saturday®! In this toolkit you'll find images you can post on your social media to promote the day and/or your own sale or event. Here are a couple of copy ideas to get you started - but feel free to personalize it to your own business and customers:

Copy idea 1 - Sale!

Thank you for supporting our business! You mean a lot to us, and we want to share the love back, so we're having a special Small Business Saturday SALE on November 25. Get a great deal along with the warm feeling of supporting local!*

*(*Add details of your sale such as the % discount customers can expect to receive)*

Copy idea 2 - Celebration

Small Business Saturday is November 25! Thank you for celebrating Canada's small businesses by choosing to shop small & support your community over this busy shopping weekend.

Comment below where you'll be shopping on November 25!

Tags & Hashtags

Don't forget to let us know what you are doing by tagging CFIB on social. We can amplify your Small Business Saturday® posts!

Tags to use:

- Facebook: @CFIB / @FCEI
- Instagram: @CFIB_FCEI
- X: @CFIBNews / @FCEI
- LinkedIn: @CFIB

Hashtags to use:

- #SmallBusinessSaturday #SamediPME
- #SmallBusinessEveryDay #JeChoisisPME
- #Fallinlovewithlocal #Pourelamourdelachatlocal