



# #SmallBusinessEveryDay

## TIPS FOR USING THE DIGITAL IMAGES



### **SUPPORT LOCAL FACEBOOK COVER PHOTO**

Place this cover photo on your Facebook page to show how proud you are to be a Canadian small business, and to remind your followers to keep their loonies local. For a personalized cover photo, use our [customizable template](#) to add a photo of your business.



### **LOCAL IMPACT GRAPHIC**

Use this graphic on your social media accounts to share the true impact of shopping local with your followers. Wondering how to describe the impact small businesses have on the local economy? Try our suggested text: [Click Here](#)



### **THANK YOU IMAGE**

Use this image on your social media accounts to thank your customers for supporting your business and keeping their loonies local. For a personalized image, use our [customizable template](#) to add your own photo. Wondering how to say thank you in an impactful way? Try our suggested text: [Click Here](#)



### **SUPPORT LOCAL IMAGE**

Use this image on your social media accounts to encourage your followers to support local small businesses every day, in any way they can. For a personalized image, use our [customizable template](#) to add your own photo. Wondering how to fit all your love for small business into one post? Try our suggested text: [Click Here](#)



# #SmallBusinessEveryDay



**SUGGESTED TEXT:** Remember to delete the text in the square brackets and replace with the name of your community, town, or city.

Support [NAME OF YOUR COMMUNITY/TOWN/CITY] by shopping local!

For every dollar you spend at a local #smallbusiness, a whopping 66 cents stays local, and contributes to fuelling growth, supporting community initiatives, and fostering connections. Compare that to only 11 cents when you spend at a multinational, and WOW!

Why does this matter?

✨ Shopping small helps strengthen our local economy, create jobs for friends & neighbours, encourage local artisans to continue creating unique products, and builds local pride ✨

Your loonie goes further when it stays close to home. So, the next time you're shopping, think of all the vibrant businesses in your community that need your support.

Learn more about #SmallBusinessEveryDay. Visit: [smallbusinesseveryday.ca](https://smallbusinesseveryday.ca)

#KeepYourLoonieLocal #ShopLocal

**Want your message to reach a wider audience? Tag us in your posts!**

Facebook: @CFIB | @FCEI

Instagram: @cfib\_fcei

X (formerly Twitter): @CFIBNews | @FCEI



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🏡❤️ By shopping small, you're doing BIG things for our community ❤️🏡

When you keep your loonie local, 66 cents from every dollar gets recirculated locally, which means you are helping:

- ✅ Create jobs close to home
- ✅ Support important local initiatives
- ✅ Build a strong local economy
- ✅ Strengthen our community

Your support means the world to us, and it makes [NAME OF YOUR COMMUNITY/TOWN/CITY] amazing!

Share your love for #SmallBusinessEveryDay and tag a friend below!

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🍁 Small businesses make [NAME OF YOUR COMMUNITY/TOWN/CITY] unique! 🍁

From the café that knows your name and coffee order by heart, to the bookstore that always recommends the perfect read, or the pet shop that throws in a special treat for your furry friend, local businesses are more than just stores or service providers; they're your friends, family, and neighbours.

You can support #SmallBusinessEveryDay by:

- 1 Making local purchases when possible
- 2 Writing a review or endorsement online
- 3 Engaging with social media posts from your favourite small businesses
- 4 Recommending your must-visit spots to your friends & family

Show your local small businesses how much you care by keeping your loonies local!

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