

# Small Social Business Media Saturday® Tip Sheet

## Using social media to promote Small Business Saturday

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 post ideas to get you started – but feel free to personalize it to represent your own business and customers:

### Post #1 - Small Business Saturday Sale

Thank you for supporting our business! You mean so much to us, and to celebrate we're having a special Small Business Saturday SALE on November 30. 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)*

### Post #2 - Customer Appreciation Celebration

Small Business Saturday is November 30! Thank you for celebrating Canada's small businesses by choosing to shop small & supporting your community over this busy shopping weekend. Where will you be shopping on November 30? Comment below and let us know!

### Tags & Hashtags

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

#### Tag us on Socials

Facebook - @CFIB / @FCEI

Instagram - @CFIB\_FCEI

X - @CFIBNews / @FCEI

LinkedIn - @CFIB

#### Hashtags to use

#SmallBusinessSaturday #SamediPME

#SmallBusinessEveryDay #JeChoisisPME

#Fallinlovewithlocal #Pourl'amourdelachatlocal

