

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 29. 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 29! 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 29? 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 / @FCEI_CFIB

X - @CFIBNews / @FCEI

LinkedIn - @CFIB

Hashtags to use

#SmallBusinessSaturday #SamediPME

#SmallBusinessEveryDay #JeChoisisPME

#Fallinlovewithlocal #Pourlamourdelachatlocal

