

# PROMOTE YOUR BUSINESS THIS

**Small**  
**Business**  
**Saturday**

**NOVEMBER 28, 2026 | SHOP SMALL. SUPPORT LOCAL.**

Use social media to let customers know you're participating, showcase your business and remind your community to shop small. Use our ready-to-share graphics, or add your own photos, videos and messages to promote the day.

## WHAT TO POST AND WHEN

Here are a couple of post ideas to get you started – but feel free to personalize it to represent your own business and customers:

### BEFORE

#### Build awareness

- Share a Small Business Saturday graphic and save the date.
- Tell customers how you're participating.
- Highlight a product, service, event or special experience.

### ON NOVEMBER 28

#### Show what's happening

- Post a photo, Story or short video.
- Showcase your products, services, team or customers.
- Invite followers to visit, book, order or shop.

### AFTER

#### Say thank you

- Thank customers for supporting your business.
- Share a favourite photo or moment.
- Encourage support for small businesses year-round.

## READY-TO-USE CAPTIONS

### SAVE THE DATE

Small Business Saturday is November 28<sup>th</sup>! Mark your calendar and join us in celebrating small businesses in our community.

### COME SEE US

We're celebrating Small Business Saturday! Visit us on November 28<sup>th</sup> and [shop/book/discover] local with us. Thank you for supporting our small business!

### THANK YOU

Thank you for choosing small! Your support makes a big difference to our business and our community.

## MAKE IT YOUR OWN

### USE REAL CONTENT

Share photos or short videos from your business.

### BE SPECIFIC

Tell customers how they can visit, book, order or support you.

### JOIN THE CONVERSATION

Tag CFIB and use the campaign hashtags so we can see and share your posts.

### TAG CFIB

Instagram: @CFIB\_FCEI  
Facebook & LinkedIn: @CFIB  
X: @CFIBNews

### USE THE HASHTAGS

#SmallBusinessSaturday  
#FallinLoveWithLocal

### FIND MORE RESOURCES

[cfib.ca/saturday](https://cfib.ca/saturday)