

NEIGHBORHOOD CHAMPION SOCIAL MEDIA TIPS



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LEADING UP TO THE DAY

Use the marketing materials provided to help rally and inspire your community to Shop Small® this Small Business Saturday®.

SHOW YOUR SUPPORT

Refresh your existing cover photo with the one in this social media kit or download additional ones from the Shop Small Studio by visiting AmericanExpress.com/ShopSmallStudio. Spread the word about your event and don't forget to tag us in your post. Remember to use the hashtags #AmexSBSChampion, #ShopSmall, and #SmallBizSat.

SMALL BUSINESS ENGAGEMENT

Follow small businesses in your community and be sure to comment on, like, or share their posts about Shop Small or Small Business Saturday.

- ✓ **PRO TIP:** Use social media tools to create an event page that will make it easy for your community to see what's happening, save the date, and get reminders.

ON THE DAY

Make sure to document your Small Business Saturday event. Take pictures, shoot videos, and post them all to your social channels as often as possible. Remember to get written permission from everyone featured prior to posting.

TAG. FOLLOW. REPEAT.

Don't forget to tag any participating small businesses and connect with community members to expand your reach.

- ✓ **PRO TIP:** Use Stories on both Instagram and Facebook to feature your posts in one place so it's easy for the community to follow your Small Business Saturday event.

AFTER THE BIG DAY

Look back at your day, collect the highlights, and recap your events. Spotlight new businesses you discovered and the shoppers who showed up to support your community.

THANK YOU NOTES

Make sure to thank all the small businesses that supported your event. Tag them in posts. Send them special shout-outs. They'll thank you back.

- ✓ **PRO TIP:** Don't be afraid to repost or retweet the best content on your social media profiles. Fans might have missed it. Just because the day is over doesn't mean you should stop celebrating the Shop Small Movement.