Small Business Saturday
Social Media Guide

Event Information
Date: Saturday, November 30, 2019
Event Homepage: http://www.shopsmall.com
U.S. Small Business Administration page: http://www.sba.gov/saturday

Hashtag
#ShopSmall

Image

Alt text: Small Business Saturday, November thirtieth. Cosponsorship Authorization #19-2050-93. SBA’s participation in this cosponsored activity is not an endorsement of the views, opinions, products or services of any cosponsor or other person or entity.

Suggested Social Updates
Prior to Small Business Saturday
- November 30 is Small Business Saturday! Support your local small businesses → http://www.sba.gov/saturday #ShopSmall
- Did you know there are over 30M small businesses in the U.S.? #ShopSmall on November 30 → http://www.sba.gov/saturday
- Small businesses create 2 out of every 3 net new jobs. #ShopSmall on Small Business Saturday, November 30 → http://www.sba.gov/saturday
- Veterans own nearly 10% of all businesses in the U.S. #ShopSmall at your favorite veteran-owned business on November 30 → http://www.sba.gov/saturday
- Nearly 96% of consumers live outside of the U.S. Take Small Business Saturday global → http://www.sba.gov/exporting #ShopSmall
- If you need help with holiday marketing, reach out to an SBA resource partner → https://www.sba.gov/local-assistance #ShopSmall
- Tomorrow is Small Business Saturday! Don’t forget to support your local small businesses → http://www.sba.gov/saturday #ShopSmall

During Small Business Saturday
- Happy Small Business Saturday! Support your community by shopping at a small business. Learn more → http://www.sba.gov/saturday #ShopSmall
- Show your community some love by shopping small today and every day! Learn more → http://www.sba.gov/saturday #ShopSmall
• Whether you live in a major city, small town or rural area, support your community today by shopping small. Learn more → http://www.sba.gov/saturday #ShopSmall
• Happy Small Business Saturday! If you’re looking for business capital, try SBA’s Lender Match to connect with SBA-approved lenders → https://www.sba.gov/lendermatch #ShopSmall
• Small Business Saturday is a good reminder to prepare your business in the event of a disaster → https://www.sba.gov/business-guide/manage/prepare-emergencies-disaster-assistance #ShopSmall
• On Small Business Saturday, let’s not forget our small business government contractors that provide their goods and services all year. If you’re thinking about contracting with Uncle Sam, visit https://www.sba.gov/federal-contracting/contracting-guide #ShopSmall
• @SBIRgov & STTR programs help small businesses create innovative products that transform lives. Get the details → https://www.sbir.gov #ShopSmall

Questions?
Contact SBA Digital Media
Natale Goriel – natale.goriel@sba.gov
Paul Lester- paul.lester@sba.gov