



U.S. Small Business  
Administration

## Small Business Saturday Social Media Guide

### Event Information

Date: Saturday, November 30, 2024

U.S. Small Business Administration page: [www.sba.gov/saturday](https://www.sba.gov/saturday)

### Hashtags

#ShopSmall

### Mentions

@SBAIsabel

@SBAgov

### Graphics

English



**Alt text:** Illustration of a main street with small businesses, trees, food truck, Shop Small logo, SBA logo and the following text: Small Business Saturday, November 30, 2024. Cosponsorship Authorization #24-57-C. 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.

Spanish



**Alt text:** Ilustración de una calle principal con pequeñas empresas, árboles, camión de comida, logo “Shop Small”, logo de la SBA y el siguiente texto: Sábado de Pequeñas Empresas, 30 de Noviembre, 2024. Autorización de copatrocinio #24-57-C. La participación de la SBA en esta actividad copatrocinada no supone un respaldo a los puntos de vista, opiniones, productos o servicios de ningún copatrocinador u otra persona o entidad.

## Sample Social Media Updates

### Prior to Small Business Saturday

- Did you know there are over 33 million small businesses in the US? #ShopSmall on the 15<sup>th</sup> Small Business Saturday, November 30 and all year long! [www.sba.gov/saturday](http://www.sba.gov/saturday)
- Kick off the holiday shopping season and #ShopSmall on November 30! Small businesses are vital to communities across [insert city or state], so it's important to #SupportSmallBiz all year. Learn more: [www.sba.gov/saturday](http://www.sba.gov/saturday)
- Whether you're staying home or traveling this holiday season, don't forget to #ShopSmall and support local businesses on November 30! Learn more: [www.sba.gov/saturday](http://www.sba.gov/saturday)
- The holiday season is almost here! As you're making plans, don't forget to support small businesses. #ShopSmall on the 15<sup>th</sup> Small Business Saturday on November 30 and throughout the holidays. Learn more: [www.sba.gov/saturday](http://www.sba.gov/saturday)
- November 30 is the 15<sup>th</sup> Small Business Saturday! Support your local small businesses: [www.sba.gov/saturday](http://www.sba.gov/saturday) #ShopSmall
- Small businesses are the backbone of our economy. #ShopSmall on the 15<sup>th</sup> Small Business Saturday, November 30: [www.sba.gov/saturday](http://www.sba.gov/saturday)
- If you need help with holiday marketing this season, reach out to an SBA resource partner. Find one here: [www.sba.gov/local-assistance](http://www.sba.gov/local-assistance) #ShopSmall
- 'Tis the season to share joy - and show love for our favorite small businesses. Let's #ShopSmall on the 15<sup>th</sup> Small Business Saturday on Nov. 30 and all season long: [www.sba.gov/saturday](http://www.sba.gov/saturday)
- Give back to our nation's heroes. Support your local #veteran-owned small businesses this Small Business Saturday: [www.sba.gov/saturday](http://www.sba.gov/saturday) #ShopSmall
- Tomorrow is Small Business Saturday! Don't forget to support your local small businesses: [www.sba.gov/saturday](http://www.sba.gov/saturday) #ShopSmall

### During Small Business Saturday

- Happy 15<sup>th</sup> Small Business Saturday! Support your community by shopping at a small business in [insert city or state]. Learn more: [www.sba.gov/saturday](http://www.sba.gov/saturday) #ShopSmall
- It's the 15<sup>th</sup> Small Business Saturday! #ShopSmall today and show support for the businesses that are strengthening America's economy and communities across [insert city or state]: [www.sba.gov/saturday](http://www.sba.gov/saturday)
- Show your community some love by shopping small today and every day! Learn more: [www.sba.gov/saturday](http://www.sba.gov/saturday) #ShopSmall

- Today is the 15<sup>th</sup> Small Business Saturday and #veteran-owned small businesses need your support. #ShopSmall today to support our former service members and their spouses: [www.sba.gov/saturday](http://www.sba.gov/saturday)

#### **Personalize a Small Business Instagram/X Post (from Principal)**

- For the 15<sup>th</sup> Small Business Saturday, I want to highlight small businesses in my community. #ShopSmall this holiday season and tag your favorites. [tag 2-5 local small businesses w/pictures if applicable]
- The holidays are here, and I'm committed to #ShopSmall. Below are some of my favorite businesses. If you need help with holiday marketing this season, reach out to an SBA resource partner: [www.sba.gov/local-assistance](http://www.sba.gov/local-assistance) #ShopSmall [tag 2-5 local small businesses w/pictures if applicable]
- For the 15<sup>th</sup> Small Business Saturday, I visited [tag local small businesses w/pictures if applicable] in [insert city or state]. Support small businesses in your community and #ShopSmall! [www.sba.gov/saturday](http://www.sba.gov/saturday)