

# Celebrating Small Business

SOCIAL MEDIA CONTENT FOR USE

Fort Collins Area Chamber of Commerce | Jet Marketing



970-218-4797 • [jetmarketing.net](http://jetmarketing.net)



## THEME 1: “How to Support My Small Business and Other Local Small Businesses”

*Copy and paste any of the recommended posts below. Feel free to get creative and tweak it to match your specific business, if you'd like. Choose a graphic from the associated folder with this theme to post with the content to grab your social media users' attention.*

### Hashtags to use with these posts:

#NoCoLovesSmallBusiness  
#CelebratingNoCoSmallBusiness  
#NoCoSmallBusinessCelebration  
#HowToSupportSmallBusiness  
#SupportMySmallBusiness  
#SmallBusinessCelebration  
#ShopLocal  
#Support Local  
#NorthernColoradoSmallBusiness

### POSTS FOR USE:

#### **Leave a positive review**

Although a few words on the internet may not seem like a lot, it can mean a world of difference for small businesses like ours.

If you like the service we offer or you simply love visiting our business, we love when you tell your friends and family about us. By leaving those same kind words on our Google and/or Facebook pages as reviews, you can connect us with other customers you don't know personally and who are discovering us through the web.

Whenever you have a positive experience, leave a 5-star review. This gesture is a simple way to support us and get our name out in the community as a reputable small business.

### **Buy a friend a gift**

Whether your best friend's birthday is coming up or your love language is through gift-giving, consider making your next purchase at a small business in town. Northern Colorado has such a diverse collection of small businesses, there's one that'll offer a service or product your loved one will love.

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### **Send a kind note**

The best notes are the ones you unexpectedly receive. Whether you send your favorite small business an email or opt for an old-school handwritten note, we love hearing kind words from our customers.

Our goal is to make an impact in our community while providing excellent service, and hearing from our customers that we are achieving that goal brightens our day and gives us some extra motivation.

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### **Buy one thing you get on Amazon through a SMB instead**

Is there something on Amazon you saw that caught your eye? Try looking for something similar at your local small business shop instead. Although the price tag might be different or it might not look exactly the same, your purchase will go toward supporting the family of that small business owner and their employees. It can also help keep their business alive for another day.

Nothing can feel better than that. Plus, Amazon isn't going anywhere soon, whereas that small business you supported might not have that same level of comfort these days.

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### **Volunteer**

We understand a lot of families are in hard times right now from the pandemic. We never expect community members to volunteer their time for businesses like ours, as we know time is precious. But if you're passionate helping small businesses in our community through avenues other than financial support, volunteer support is just as valuable.

Reach out to your favorite small businesses in town to see how you can volunteer your time. They might not need anything, but you never know until you ask.

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### **Buy a gift card**

Purchasing a gift card not only benefits your favorite small businesses here and now, but they can make great gifts for friends, family members or future you! A simple action is sometimes the easiest way to celebrate and support small businesses.

We get that, sometimes, you just don't need anything right now. Gift cards are a great way to introduce others to our small business and opens that door for us to create relationships with new customers. Gift cards can also encourage long-time customers to keep us in mind for when they do need us.

No matter how small or large, we appreciate any future business you can provide by a purchase you make today!

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### **Share photos patronizing your favorite business**

Why not show off how much you love shopping, eating or visiting your favorite small businesses in town? Not only is this a great way to show off your stylish new face covering, but it also helps get the word out about businesses like ours!

We love when customers show off how proud they are of local shops, restaurants and storefronts in town. Whether you take a selfie in front of our sign or grab a photo with your favorite employee, we appreciate when you take the time to show our community the close-knit relationships that we develop with you.

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### **Order online**

A lot of small businesses like ours have adapted to this new digital way of doing business as a result of the pandemic. We added fancy new features (if we didn't already have them) that give you the option of ordering online to provide our customers with convenience while also showing our concern for their health and safety.

We invite you to try it out sometime, even though we love seeing your face in our brick-and-mortar whenever we get the chance!

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### **Take a picture and have people guess where you are.**

A fun way you can support local businesses like ours is to share photos on your social media profiles inside and outside of our offices and storefronts. The next time you visit us, we encourage you to challenge your friends by sharing a photo from somewhere in our business and have them guess where you are!

Not only will this be a fun guessing game for our Northern Colorado small business lovers, but it might introduce some of your friends to our business for the first time. Who knows what amazing future support could come from that?

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### **Give a shoutout to your favorite local SMBs on social media**

Next time you're at your favorite local small business in town, give them a shoutout on social media in some way! You can tag your location on Facebook with a post or photo, take a photo or video to share on your Instagram story and tag the business, or simply write a post the small businesses you regularly patronize. Not only will this give them some much-needed free publicity, but it will serve as a testimonial that your friends and family can trust.

Small businesses like ours rely on this type of exposure, and we greatly appreciate your support in whatever way you can provide it!

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### **Share your favorite item**

Is there something in your home or on your office desk that you absolutely LOVE? Did you get it from a local small business owner or as a gift from a friend? Perhaps you purchased it for yourself from a storefront in town. Either way, if you have a favorite item or knickknack from a small business like ours, share it with your friends on social media and tag the business for some extra love!

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### **Share a favorite memory**

Sometimes, a specific small business in town can take us back to a good time in our lives, like a wedding anniversary, first date, graduation party, introduction to a new family member (furry or human) or another special memory. Some of these important moments we share with each other happen at a local small business like ours.

If a memory popped into your mind, we invite you to share it and where it happened with your friends and family — either on social media or in person. Share it with us, if one of your favorite memories happened at our small business! We love knowing when special moments in life happen with some help from us and our employees.

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### **For restaurants – Order your favorite meal for delivery or takeout**

OK, even though we don't like to play favorites, we ALL have a favorite meal from a local restaurant in town that we sometimes crave more than a home-cooked meal. If you're comfortable filling that craving in person, we're sure that small business wouldn't mind a visit from you. If not, try ordering that meal for delivery or takeout.

Restaurants have had to adapt and change the way they do business as a result of the pandemic — the least we can do is adapt and change with them!

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### **Tip more generously than you normally would**

For small businesses in service-based industries, such as restaurants or salons, a lot of employees make their living off of tips. Since many of us have had to reduce our capacity limits and the number of people we're allowed to see and interact with each day, money made from tips has naturally decreased.

Next time you receive a service, tip a little more than you normally would, if you can. That money goes to an employee who can then spend that money on them and their family's needs, ultimately benefitting our local economy. Plus, who doesn't like to make somebody's day every once in a while?

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### **Hold your own personal Small Business Saturday**

We all know to support small businesses on Small Business Saturday every November, but why not make your own Small Business Saturday? Dedicate a day or two where you will only spend your money at local small businesses. This may seem like a small action, but it'll have a big impact on the local economy and it's an easy way to celebrate small businesses you love.

And who knows? Maybe it'll become a personal tradition.

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### **Reschedule – don't cancel**

Some small businesses rely on in-person appointments or events, and we get it's natural to want to cancel any meetups because of the pandemic. The best thing you can do to support small businesses right now is to reschedule your appointment or event rather than canceling entirely.

If small businesses like ours can't keep customers, even future customers, it's hard to keep our doors open in the long run. Simply rescheduling shows us you care and support us, even in hard times, and we appreciate that more than you know.

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## THEME 2: “Behind My Small Business”

*These posts are not “copy and paste” content, but rather get small business owners/social media managers to think about content to share/include with each suggested post. Choose a graphic from the associated folder with this theme to post with the content to grab your social media users’ attention.*

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#BehindMySmallBiz  
#SmallBusinessCelebration  
#SmallBusiness  
#SupportSmallBusiness  
#SmallBusinessOwner  
#NorthernColoradoSmallBusiness  
#SmallBizLife

### POSTS FOR USE:

#### **I started my small business because...**

**PROMPT:** Here, describe why you started your small business. Was there a specific need you saw? What story immediately comes to mind as to why you opened your doors? Share as much or as little as you want.

**GOAL:** The idea is to give customers a reason as to why you started your small business.

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#### **How I got into this type of work OR I got into this trade/type of work by....**

**PROMPT:** Northern Colorado has such a diverse scope of small businesses. Think about what your business does, and how you got involved in that trade or type of work. If you’re in retail, how did you get involved in retail work? If you’re a restaurant, how did you get involved in the food industry? Etc. Share as much or as little as you want.

**GOAL:** Show people how you are knowledgeable or an expert at your trade by describing where you started and how you became an expert. People love reading about how business owners got into their passion, and this is a great opportunity to show customers why you decided to pursue a small business in your trade.

**I've had my small business for X years.... Here's what we've done since then.**

*PROMPT:* Explain the number of years your small business has been open for and any major changes that have occurred since then. What are you most proud of? Do you have a memory of your opening day? How have things changed since then? Share as much or as little as you want, and feel free to get creative!

*GOAL:* To show how long you've been in business to highlight your expertise, experience and passion. It's also a good opportunity to highlight any major events that have occurred since your business' inception.

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**My inspiration for owning a small business is...**

*PROMPT:* There's a moment in every small business owner's life where they think, "Maybe I could do this on my own?" — whatever that may be. What was that inspiration, or "a-ha!" moment for you? What's an event, memory or person that inspired you to open your small business, or at least keep it open for as long as you have? Share as much or as little as you want.

*GOAL:* Explain the inspiration behind why you opened your small business and why you continue to keep it open.

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**My favorite thing about being a small business owner is...**

*PROMPT:* What puts a smile on your face when you go into work? Is it making a difference in your community through the work you do? Maybe it's interacting with your employees and/or customers. Every small business owner has something in their job that makes them excited to go to work or that brightens their day when it happens — what's yours? Share as much or as little as you want.

*GOAL:* To show your customers why you love being a small business owner.

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**What motivates me to keep my small business going is....**

*PROMPT:* Each business owner has a different motivation for owning a small business. What gets you out of bed in the morning and into your office? Share as much or as little as you want.

*GOAL:* To show what motivates you to keep your small business open.

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### **Something you might not know about me and my small business is...**

**PROMPT:** What is something customers at-large might not know about your small business? Maybe it's an event that happened, a famous customer who has patronized your store or a fun story. Get creative and share as much or as little as you want.

**GOAL:** To share a fun post for your customers that provides them with information that they may not otherwise know. This can create a personal connection with customers they resonate with, or at least spark an emotion that makes your small business stand out.

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### **Flashback Friday: Here's a photo of when I started my business, along with a memory I have from that day...**

**PROMPT:** Share a photo from the day you opened your business (or one from around that time) on a Friday. Explain what you remember from that day and what made it a special moment in your small business' history. Customers like seeing how the businesses they patronize have changed since their inception, and this is a great way to invoke some emotions. Share as much or as little as you want.

**GOAL:** To share a personal story with your customers that highlights an important part in your small business' history.

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### **I strive to make the culture of my small business like ...**

**PROMPT:** What is the "vibe" or way you want customers to feel when they visit your small business? What is culture among your employees like? Do you aim for a specific culture you want your customers to share with others? Explain what makes your small business unique, and how that culture ties into the overall culture of your community or Northern Colorado. Share as much or as little as you want.

**GOAL:** To showcase how your small business contributes to the culture Northern Colorado.

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### **Who my small business supports**

**PROMPT:** When people support your small business, who are they supporting at home besides yourself? Could be family members, organizations you're involved in, pets, etc. Share photos, if you want, to put some faces or logos to names. Customers like knowing their purchases aren't going into a void but rather to a local family who lives in the community. Showcase the people and things in your life that benefit from you owning your small business!

**GOAL:** To create a personal connection with your customers and spark an emotion.

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## THEME 3: “Celebrating Small Businesses Like Ours”

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#NorthernColoradoSmallBusiness

### POSTS FOR USE:

#### **We have a deep love and commitment to our community.**

Most small businesses open in the same community where the small business owner lives. Our goal is to provide jobs for the local workforce while contributing to the local economy because we understand that contribution comes full circle and makes our community a better place to live. We love where we live, and we want to share that love with others.

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#### **We know you, our neighbors.**

Chances are, when you don't see us at work, you see us walking around in our neighborhoods and in the community. We aren't some mystical figurehead that lives in a different city, state or country; we are truly local to Northern Colorado.

We go to the same grocery stores, gas stations and restaurants as our customers, and our kids probably go to the same schools. We genuinely care for those who live near us and who patronize our businesses because we get to know you on a personal level that only a small business can.

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**We contribute to our community's culture.**

What would Northern Colorado be without our unique, vibrant culture? Small businesses like ours contribute to cultivating that culture and ensuring our community stays true to its roots.

We understand what our community likes and what they want from their local businesses because we live here too. We also know how to create a special feeling for out-of-town visitors that will keep them coming back to Northern Colorado!

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**Our kids go to school with yours.**

Small business owners are familiar faces within the community, and many of us have lived in Northern Colorado for a long time. We raise our families here and we understand our schools are part of what make our neighborhoods a great place for a home.

Chances are, our kids go to school with your kiddos. We are truly local, and we love being your neighbors!

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**You won't find us anywhere else.**

Sure, other small businesses like mine probably exist somewhere else in the world, but it's an amazing feeling to know there are no others that are EXACTLY like mine! There's a special individuality to local small businesses, and that's why they have such a neat impact on the local culture and history of our community.

Our goal is to make our small business a place you want to tell all your friends and family about. If we can make your experience that special and unique, we know we're doing our part in making Northern Colorado a better place to live.

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**You have favorite places to show your guests and out-of-town visitors.**

Who wants to take their out-of-town guests to a store, restaurant or other storefront they can visit in their own hometown? One of the beauties of local small businesses is the exclusivity they offer — what you're getting you can't get ANYWHERE else. There is something so special about that. It's why we do what we do, really.

Celebrate small businesses because you have some awesome, unique places to show your out-of-town family, friends and other guests when they visit to give them the true Northern Colorado experience!

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**We would be nothing without our community.**

At the end of the day, small businesses like ours realize the role our community plays in the success of our business. We set out to do what we do because of a passion, but without you, it wouldn't be a reality — and for that, we'll be more thankful than you'll ever know.

Join us in celebrating not only our small business, but others in our community!

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