

#ShopSmallOnMainSt

Best Practices

Helpful tips to increase engagement:

- Repost weekly postings from your local Main Street Facebook page.
- Follow one another on Facebook and Instagram. Don't forget to use the suggested hashtags!
- Add your own style to posts and pictures to your Facebook page! Make sure you tag #ShopSmallOnMainSt so we can "share" them!
- Like, share or comment on your local Main Street's Facebook posts.
- Go Live on Facebook Dec 2 at 11:00 am or share when your local Main Street goes live that day!

Hashtags to use:

- #ShopSmallOnMainStNAME
- #ShopSmallOnMainSt
- #MiMainStreet
- #MiDowntown
- #SmallBusinessSaturday
(only for posts pertaining to this day- 11/28)

Want to add a community element?

Local businesses, large and small, like to be associated with good causes in their communities. A fellow community base non-profit can support your campaign with creative additional awareness via their social media and marketing channels. Here are some suggestions you can use to engage them and work together to promote one another:

- Ask your favorite nonprofit(s) for a supply of promotional material to distribute.
- Create a partnership with your favorite local charity to cross promote #ShopSmallOnMainSt #MiMainStreet #MiDowntown activities.
- If you are in retail, offer a "Round-Up the Dollars" promotion for purchases made on #ShopSmallOnMainSt.
- Host a special event at your business (or online if in-person is an issue during this time) to promote #SmallBusinessSaturday #ShopSmallOnMainSt #MiMainStreet #MiDowntown on November 28, using any proceeds made to go to your favorite nonprofit(s).
- Send an email to your contact list to share how you are participating in #ShopSmallOnMainSt #MiMainStreet #MiDowntown AND doing your part to support a fellow community organization.
- Promote #ShopSmallOnMain on your Social Media channels, Comment, Like and Share on the social media channels. #ShopSmallOnMainSt #MiMainStreet #MiDowntown will promote you back!
- Give a timeline/deadline - Give a percent of sales from #Small Business Saturday through #GivingTuesday to a favorite nonprofit.
- Host a day of giving (like a jeans day or a silly sweater on #GivingTuesday) where employees can share online from work or remotely.