

“Shop Russellville First”

Social Media Toolkit



November 12 – 24

#ShopRsvlFirst

#GEW2018

#ShopSmall

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Shop Russellville First Campaign

In recognition of Global Entrepreneurship Week (GEW) we invite you to participate in the “Shop Russellville First” campaign. GEW is a week-long series of activities in over 100 countries designed to support the startup movement and small businesses. “Shop Russellville First” is a social media marketing project to encourage our community to shop locally before going online or to another city. This is a collaborative effort between the Russellville Area Chamber of Commerce, the Arkansas Tech Small Business and Technology Development Center, and Main Street Russellville.

We have provided different sized images to use on your business’ social media outlets encouraging your patrons to “Shop Russellville First.” We encourage your posts to include the hashtags #ShopRsvlFirst, #GEW2018, and #ShopSmall. We are also encouraging patrons to post selfies of themselves while shopping, including the recommended hashtags and tagging their business. While GEW is November 12 - 18, we are celebrating our local businesses through Small Business Saturday, November 24. We hope you join us as we “Shop Russellville First!”

Info on Global Entrepreneurship Week: <https://genglobal.org/gew>

Facebook Post Ideas

Global Entrepreneurship Week celebrates startup and small businesses all over the world! Show your support for Russellville businesses by shopping at [your business] 11/12 through Small Business Saturday on 11/24. #ShopRsvlFirst #GEW2018 #ShopSmall

Get ready, November 12 – 24 we are celebrating Global Entrepreneurship Week and Small Business Saturday. Show your support for startups and small businesses with other communities all over the world! [your business] is celebrating #GEW2018 by asking you to #ShopRsvlFirst and #ShopSmall this holiday season!

Show your Russellville pride by shopping at your local small businesses starting November 12 to celebrate Global Entrepreneurship Week. Continue your support through Small Business Saturday on November 24! #GEW2018 #ShopRsvlFirst #ShopSmall

#GEW2018 is a week of supporting startups and small businesses. You can help your local entrepreneurs by starting your holiday shopping in Russellville on November 12! #ShopRsvlFirst #ShopSmall

Tweet Ideas

Help us support #GEW2018 and Small Business Saturday 11/24! @[your business] hopes to see you when you #ShopRsvlFirst! #ShopSmall

What is #GEW2018? Come to @[your business] while you #ShopRsvlFirst and let us tell you! #ShopSmall

#ShopRsvlFirst this holiday season @[your business] and support our small businesses during #GEW2018! #ShopSmall

Show your support for small businesses like @[your business] when you #ShopRsvlFirst! #GEW2018 #ShopSmall

Small Business Saturday is 11/24, but why wait? Come visit us today @[your business]! #ShopRsvlFirst! #ShopSmall

Other Social Media Ideas

Don't forget about Instagram, Snapchat, LinkedIn, Tumblr, Vimeo, and YouTube!

Be sure to include images of your store and highlight your business' shining feature!

Consider giving patrons a peek "behind the curtain" as your staff prepares for the holiday shopping season!

Let a community member take over your social media for a day!

Make sure to include any important information about your business such as store hours or special sales!

Start posting early! After Global Entrepreneurship Week and Small Business Saturday are over (11/24), feel free to continue using #ShopRsvlFirst as we encourage our community to Shop Russellville First year-round!