

## Cambridge Holiday 2024 Social Media Tool Kit

This holiday season, the City is partnering with local businesses and business associations to encourage residents and visitors to shop local!

In this tool kit, we have provided sample text, graphics, and social media posts that you can incorporate into your business's upcoming promotional campaigns.

Thank you for joining us in supporting small businesses this holiday season!

### Social Media Campaign

Sample text for Facebook, Twitter, and Instagram below. Tailor it to your business or neighborhood. Don't be afraid to make it personal. Share a story about your favorite customer or retailer. Talk about what shopping local means to you. Include photos on both Facebook and Twitter to increase engagement. Remember to include image descriptions to keep your content accessible.

Hashtags:

- #ShopCambMA
- #SmallBizSaturday
- #ShopLocalCambridge

### Small Business Saturday Social Media Language

#### **Month of November, leading up to Small Business Saturday (November 30)**

#SmallBizSaturday is Nov 30! Save the date and shop local to support small businesses this holiday season! For local specials and events visit [cambridgema.gov/ShopCambridge](http://cambridgema.gov/ShopCambridge)

DYK: Over 50% of every dollar spent at a #smallbiz stays in the community. Shop local on #SmallBizSaturday (Nov 30) to kick off your holiday season! #ShopCambMA

#### **On Small Business Saturday (November 30)**

Happy #SmallBizSaturday! Celebrate small businesses and #ShopLocalCambridge today! We will be open [insert hours] today!

For every \$100 spent at a local biz, \$50 stays here in Cambridge. #ShopLocalCambridge for your holiday gifts and invest in your community!

Can't come by the store? Not a problem! Shop from home [insert link] for in-store pick up or delivery! #ShopLocalCambridge

Shop small and #ShopLocalCambridge on #SmallBizSaturday! We have special discounts & promotions at [your business name]. Visit us today!

Support your local businesses this holiday season! Visit [your business name] & see the difference shopping small makes. #ShopLocalCambridge

## Shop Cambridge Social Media Language

### **Monday, December 2**

It's #CyberMonday, but you can still shop local and support Cambridge small businesses! Head to our website to check out gift ideas [insert website link] #ShopCambMA

#CyberMonday is here! Shop local and support small businesses in Cambridge with our exclusive online deals. #ShopLocalCambridge

#CyberMonday not your thing? Check out our great items gift ideas in person! Come visit us [insert shop hours] and #ShopLocalCambridge

### **General "Shop Local" Media Language**

Over 50% of every dollar spent at a local business stays in the community. This holiday season, give a gift to your loved ones and your community #ShopLocalCambridge

Be a holiday hero. When you #ShopCambMA, you're supporting local jobs, keeping our community unique, and helping reduce emissions.

Get on the nice list and support your community. Shop, dine, and play in right here this holiday season! #ShopLocalCambridge

Local businesses rely on sales from the holiday season all year long. Be sure to shop local in Cambridge! #ShopCambMA