



# SOCIAL MEDIA TIP SHEET

Leverage the tips and materials in this kit to help raise awareness for Small Business Saturday® and rally support for your community year-round.



## USE THE ENCLOSED SOCIAL POSTS

Share these pre-made posts on social media to encourage members of your community to Shop Small® throughout the holiday season.

## ENGAGE WITH SOCIAL MEDIA

- Follow **@ShopSmall** and **@AmericanExpress** – there will be plenty of content to engage with and reshare.
- Follow local small businesses and like or comment on their posts about Shop Small or Small Business Saturday.



## SEND VIRTUAL THANK YOU NOTES

Thank the local small businesses that participated in your efforts. Tag them in social posts and give them special shout-outs. They'll appreciate the recognition.

## ADD HASHTAGS

Remember to share photos and videos on social media as you promote Shop Small in your community using **#AmexSBSSChampion**, **#ShopSmall**, and **#SmallBizSat**.



**save the date: Nov 30**

# SHOP SMALL<sup>®</sup> ON SMALL BUSINESS SATURDAY<sup>®</sup>

## YOUR ROLE AS A NEIGHBORHOOD CHAMPION

### THE GROWTH OF A MOVEMENT

Shop Small is a movement that supports small, independent businesses and spotlights their valuable contributions to their communities and the economy.

The Shop Small movement was inspired by the widespread participation in Small Business Saturday<sup>®</sup>, a day founded by American Express in 2010 on the Saturday after Thanksgiving.

Now a national holiday, Small Business Saturday is dedicated to celebrating small businesses by helping to drive more customers through the doors of retail stores, restaurants, fitness studios, salons — and everything in between.

### LOOK AT THE PAST: 2023 WAS A BIG SUCCESS

#### THOUSANDS OF NEIGHBORHOOD CHAMPIONS

Across all 50 states signed up to rally their communities.

#### OVER THREE QUARTERS OF SMALL BUSINESS SATURDAY SHOPPERS SHOPPED IN-STORE IN 2023

78% of those surveyed agree small businesses are essential to their community.<sup>1</sup>

#### AN ESTIMATED \$201 BILLION IN REPORTED SPENDING

The total reported spend at small businesses during the annual Small Business Saturday in the U.S. has reached an estimated \$201 billion since the day was created in 2010.<sup>2</sup>

### EMBRACE THE FUTURE: HELP MAKE IT HAPPEN

This year is the 15<sup>th</sup> Small Business Saturday — join us in this exciting celebration. Here's how you can do your part:



#### PLAN

Get your community excited to Shop Small on Small Business Saturday. If you're looking for more ideas, visit [ShopSmall.com](https://ShopSmall.com).



#### RALLY

Team up with local businesses to share ideas and resources. Work with them to bring your community together and spread the word.



#### CELEBRATE

This year, Small Business Saturday is on Nov 30. Show love for the small businesses in your community by hosting an experience and celebrating together.



#### KEEP IT GOING

While Small Business Saturday is the big day, you can encourage your community to Shop Small throughout the holiday season — and all year long.

1. The American Express 2023 Small Business Saturday Consumer Insights Survey was conducted by Terio on behalf of American Express. The study is a nationally representative sample of 2,483 U.S. adults 18 years of age or older. The sample was collected using an email invitation and an online survey. The study gathered self-reported data and does not reflect actual receipts, sales or American Express Card Member spending data. It was conducted anonymously on November 26, 2023. The survey has an overall margin of error of +/- 2.0%, at the 95% level of confidence. Projections are based on the current U.S. Census estimates of the U.S. adult population, age 18 years and over.  
2. This spend statistic is an aggregate of the average spend as reported by consumers who shopped small on Small Business Saturday in surveys commissioned by American Express reporting spend habits on Small Business Saturday since 2012. It does not reflect actual receipts, sales or American Express Card Member spending data. Each such survey was conducted online among a nationally representative sample of U.S. adults. The data was projected from the samples based on then-current U.S. Census estimates of the U.S. adult population (18+).