

# Small Business Saturday: Choose Local

## Social Media Activation

### Purpose

Leverage Small Business Saturday to showcase your agency as a local businesses in the community. This campaign highlights your business as a local expert who understands the community's specific needs.



### Step 1: Sign In & Click the Choose Local Button

<https://trustedchoice.independentagent.com/content-to-share/>

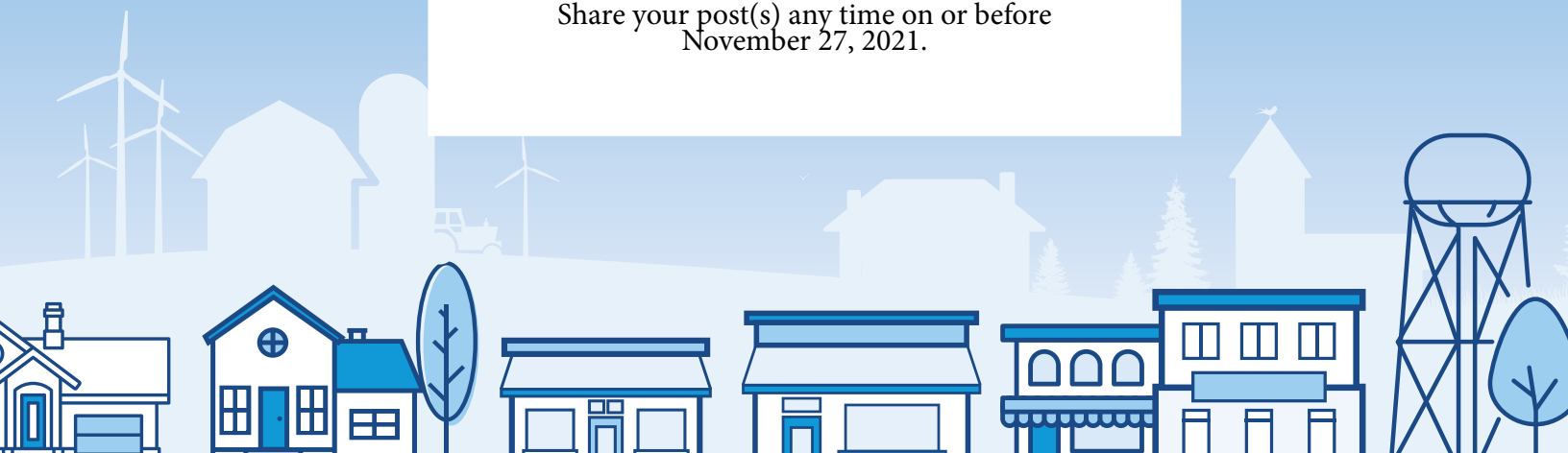
### Step 2: Download and Share Any of the Graphics With a Personal Note.

Suggested talking points:

- Years in business
- Community involvement
- A community story
- An example of how you helped a recent, local person or business
- Unique services

### When

Share your post(s) any time on or before  
November 27, 2021.



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## Sample Posts



### Hashtags

Here are some hashtags you can use on your posts.

[#chooselocal](#)  
[#smallbusinesssaturday](#)  
[#trustedchoiceagent](#)  
[#tcindependentagent](#)

Leverage local hashtags i.e.  
[#localboston](#)