

DIGITAL MATERIALS TO SPREAD THE WORD



Proudly Backed by



This folder contains materials to help you promote your event on Facebook, Instagram, and Twitter. Sharing information about the day is a great and easy way to raise awareness for your Shop Small® Pop-Up Market.

PROMOTE YOUR EVENT ON FACEBOOK & INSTAGRAM

In the “Facebook” folder, you’ll find sample Facebook and Instagram posts and cover photos you can use to help promote and celebrate your event before the day and on the day.

The posts can be customized, so be sure to insert the appropriate information anywhere you see bracketed text.

On your event page, click “Add Event Photo” in the top right corner, choose “Upload Photo,” and select your favorite of the two cover photos provided.

PROMOTE YOUR EVENT ON TWITTER

In the “Twitter” folder, you’ll find sample tweets you can use to promote and celebrate your event.

REMEMBER TO USE HASHTAGS

Whenever you post on social media, use [#ShopSmall](#) to join the conversation with your Neighborhood Champion community. It can be used within a sentence, at the end of a post, or within an image post.