

OAKLAND COUNTY – MICHIGAN
**SHOP SMALL
& LOCAL**



Social Media Tip Sheet

PUBLIC | COMMUNITY PARTNERS | SMALL BUSINESS OWNERS
Have some fun while supporting your favorite small local businesses!

**TIP
1**

SOCIAL MEDIA POSTS:

Copy, customize and paste these posts into your social media channels.

NOVEMBER 1-30, 2024

You could win \$1,000 during Local Gems November Sweepstake, Nov 1-30. Submit a selfie taken at Oakland County small businesses that you consider to be “local gems.” Each different business you submit increases your odds of winning. Entry form at: OakGov.com/ShopSmall. #OaklandCounty #LocalGemOC #MainStreetOC #ShopLocalOaklandTogether #ShopSmall #SmallBusinessSaturday

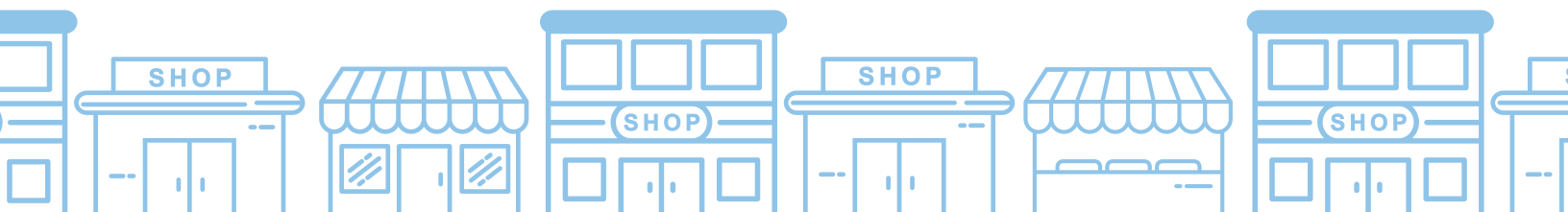
Take a selfie from inside or outside your favorite small business in Oakland County and enter the Local Gems November Sweepstake for a chance at winning \$1,000. It's easy. Nov. 1-30, each different business you submit increases your odds of winning. Entry form at: OakGov.com/ShopSmall. #OaklandCounty #LocalGemOC #MainStreetOC #ShopLocalOaklandTogether #ShopSmall #SmallBusinessSaturday

Shopping small and local has its benefits. Take a selfie from inside or outside your favorite small business in Oakland County and enter the Local Gems November Sweepstake for a chance at winning \$1,000. Nov. 1-30, each different business you submit increases your odds of winning. Entry form at: OakGov.com/ShopSmall. #OaklandCounty #LocalGemOC #MainStreetOC #ShopLocalOaklandTogether #ShopSmall #SmallBusinessSaturday

Increase your odds of winning \$1,000 to use for holiday shopping. Take a selfie from inside or outside your favorite small business in Oakland County and enter the Local Gems November Sweepstake. Nov. 1-30, each different business you submit increases your chances to win. Entry form at: OakGov.com/ShopSmall. #OaklandCounty #LocalGemOC #MainStreetOC #ShopLocalOaklandTogether #ShopSmall #SmallBusinessSaturday

SMALL BUSINESS SATURDAY, NOVEMBER 30, 2024

Last day to enter the Local Gems November Sweepstake to win \$1,000. Take a selfie from inside or outside your favorite small business in Oakland County and complete entry form by 11:59 PM ET, November 30, 2024, at OakGov.com/ShopSmall. Each different business you submit increases your chances to win. #OaklandCounty #LocalGemOC #MainStreetOC #ShopLocalOaklandTogether #ShopSmall #SmallBusinessSaturday





TIP 2

SOCIAL MEDIA GRAPHICS:

Download ready-to-post social media graphics from: OakGov.com/ShopSmall. See left navigator bar for Business Resources and Community Partner Resources. Note: Graphic sizes work best for Facebook, Twitter, and Instagram.

TIP 3

HANDLES & HASHTAGS:

Include any or all of these handles and hashtags in your social media posts:

- @OakGov
- @AdvantageOak
- #OaklandCounty
- #LocalGemOC
- #ShopLocalOaklandTogether
- #MainStreetOC
- #SmallBusinessSaturday
- #ShopSmall
- #ShopLocal
- #SmallBiz

QUESTIONS? CONTACT:

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