

WVSBDC “Come In, We’re Open!” Social Media Toolkit

2020 was a challenging year for all small businesses worldwide. The West Virginia Small Business Development Center wants every small business in the mountain state proud to be open! Through our campaign, “Come In, We’re Open,” we encourage all WV small business owners like yourself to participate. Follow these three steps from our toolkit to join in on the action.

1. Print out our “Come In, We’re Open” sign and hang it somewhere visible in your store.
2. Snap a photo of the sign (either hanging in the store OR employees/owners posing with the sign) and share it on your social media channels.
3. Tell us why you are participating in our campaign or why you love being a small business owner in WV! Make sure to tag @WVSBDC and use the hashtags #WeAreOpenWV #WVSBDC

Feel free to also use the graphics attached or get creative and make some yourself!

Sample Posts:

Grateful to be a small business owner in our amazing state! We are feeling extremely overwhelmed by the support of our community during this past year. Thank you, @WVSBDC! #WeAreOpenWV #WVSBDC



Like Comment Share

This last year has been a tough one, but our state is resilient. Thanks to our amazing community for all of your support. Come In, We're Open! @WVSBDC #WeAreOpenWV #WVSBDC



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