

"Shop Russellville First"

Social Media Toolkit



- In recognition of Global Entrepreneur Week (GEW) we invite you to participate in the “Shop Russellville First” campaign. GEW is a week long series of activities in over 100 countries designed to support the startup movement and small businesses. “Shop Russellville First” is a social media marketing project to encourage our community to shop locally before going online or to another city. This is a collaborative effort between the Russellville Chamber of Commerce, Arkansas Small Business and Technology Development Center, and Arkansas Tech University.

- We have provided different sized images to use on your business’ social media outlets encouraging your patrons to “Shop Russellville First.” We encourage your posts to include the hashtags #ShopRsvlFirst and #GEW2017. We are also encouraging patrons to post selfies of themselves while shopping, including the recommended hashtags and tagging the business. While GEW is November 13 – 17, we are celebrating our local businesses through Small Business Saturday, November 25. We hope you join us as we “Shop Russellville First!”

- Images without these dates are also included to encourage people to “Shop Russellville First” throughout the year.

- Info on Global Entrepreneur Week: <https://genglobal.org/gew>

Shop Russellville First

Campaign dates:
November 13 – 25

#ShopRsvlFirst

#GEW2017

Contact info:

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Chamber of Commerce:
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Tweet Ideas

- Help us support #GEW2017 and Small Business Sat 11/13-11/25! @[your business] hopes to see you when you #ShopRsvlFirst!
- What is #GEW2017? Come to @[your business] while you #ShopRsvlFirst and let us tell you!
- #ShopRsvlFirst this holiday season @[your business] and support our small businesses during #GEW2017!
- Show your support for small businesses like @[your business] when you #ShopRsvlFirst! #GEW2017
- Small Business Saturday is 11/25, but why wait? Come visit us today @[your business] and #ShopRsvlFirst!

Facebook Ideas

- Global Entrepreneur Week celebrates startup and small businesses all over the world! Show your support for Russellville businesses by shopping at [your business] 11/13 through Small Business Saturday on 11/25. #ShopRsvlFirst #GEW2017
- Get ready, November 13 – 25 we are celebrating Global Entrepreneur Week and Small Business Saturday. Show your support for startups and small businesses with other communities all over the world! [your business] is celebrating #GEW2017 by asking you to #ShopRsvlFirst this holiday season!
- Show your Russellville pride by shopping at your local small businesses starting November 13 to celebrate Global Entrepreneur Week. Continue your support through Small Business Saturday on November 25! #GEW2017 #ShopRsvlFirst
- #GEW2017 is a week of supporting startups and small businesses. You can help your local entrepreneurs by starting your holiday shopping in Russellville on November 13! #ShopRsvlFirst

Other Social Media Ideas

- Don't forget about Instagram, Snapchat, LinkedIn, Tumblr, Vimeo, and YouTube!
- Be sure to include images of your store and highlight your business' shining feature!
- Consider giving patrons a peek "behind the curtain" as your staff prepares for the holiday shopping season!
- Let a community member take over your social media for a day!
- Make sure to include any important information about your business like store hours or special sales!
- Start posting early! After Global Entrepreneur Week and Small Business Saturday are over (11/25), feel free to continue using #ShopRsvlFirst as we encourage our community to Shop Russellville First!