

Small Business Toolkit

Social Messaging

Turnkey posts to promote your program on the most popular platforms including Facebook, LinkedIn, and Twitter.

HASHTAGS

- #DreamSmallBiz Official Hashtag
- #SmallBusinessWeek Former hashtag, but likely still in use this year
- #AllForSmallBiz Google Curated Hashtag

GENERAL POSTS

Messaging to tease all small business module topics.

Facebook/LinkedIn:

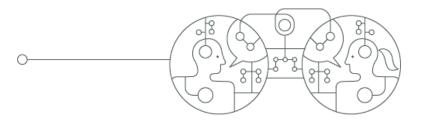
As a small business owner, you need to focus on what you do best. Let **[INSTITUTION NAME]** help you learn how to access financing. We're here to help you grow: **[Link to Blog or Landing Page.]**

Twitter:

Financial jargon shouldn't be what holds a small business back from success. Here's an easy breakdown of 5 financial terms you should know: [Link to Blog or Landing Page.] #DreamSmallBiz

As a #smallbiz owner, it's your job to be an expert at what you do. Let us help you learn how to access financing: [Link to Blog or Landing Page.] #DreamSmallBiz





This #Smallbusinessweek, resolve to step back and think about your finances and business growth. All you need is 5-10 minutes with our short, interactive lessons: [Link to Blog or Landing Page.] #DreamSmallBiz

BUSINESS PLANS

Companies with business plans grow 30% faster! Don't have one? We've got you covered - take our quick, free course to get started: [Link to Module] #DreamSmallBiz

Business plans are crucial to attract lenders and investors to your #smallbiz. This #SmallBusinessWeek, take the first steps to get your plan in order: [Link to Module] #DreamSmallBiz

CREDIT + FINANCING

When you're a small business owner, you have to keep your head in the game while planning for the future. Our free, online courses help you do just that, with lessons on short-term & long-term #financing options: [Link to Module] #DreamSmallBiz

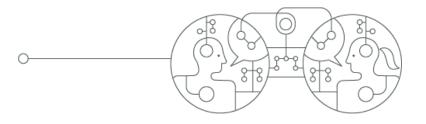
Do you know the difference between #businesscredit and a term loan? Start educating yourself this #SmallBusinessWeek with our short, interactive lessons: [Link to Module] #DreamSmallBiz

FINANCIAL STATEMENTS

No matter what language your customers speak, financial statements are the language of your operations. Educate yourself on the ins-and-outs of your financial statements now: [Link to Module] #DreamSmallBiz

Balance Sheets, Cash Flow, P&L - do these terms sound familiar? If you're a #businessowner, we're here to help you understand the ins-and-outs of your financial statements: [Link to Module] #DreamSmallBiz





BUSINESS BANKING

Why get a #businessbanking account? This #smallbusinessweek, educate yourself on the banking options available to fuel your company's growth: [Link to Module] #DreamSmallBiz

Have you made the most of the #businessbanking options available to you? These short, interactive lessons explain what your options are and when to use them: [Link to Module] #DreamSmallBiz