



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](#)

EVERFI



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](#)