CHAMBER NETWORK TOOLKIT

*Small Business Week 2024*

### ***Release date: Wednesday, October 16***

# **Small Business Week 2024**

In advance of Small Business Week (October 21 to October 26), the Ontario Chamber of Commerce, in partnership with Desjardins, is delighted to launch our *Thank You Small Business* campaign, highlighting how small businesses are vital connectors in their communities, linking people, services, and local culture. Despite their size, these businesses significantly impact community cohesion and relationships. As part of the campaign, we want to express our gratitude and highlight the various contributions that small businesses make to their communities. We invite you to celebrate your local communities with us!

**Communication Toolkit Overview**

The OCC’s Public Affairs team has put together the following package for you to engage your members and take part in the Thank You Small Business campaign:

* **E-blast** newsletter copy to distribute to your small business members.
* **Social calendar and graphics** to amplify small business voices through your social channels. (X, Facebook, LinkedIn and Instagram)
* **Small Business Facts** (with data from the Government of Canada, “Key Small Business Statistics 2023”

We invite you to follow our social media accounts and engage with our hashtags.

X: <https://twitter.com/OntarioCofC>

LinkedIn: <https://www.linkedin.com/company/ontario-chamber-of-commerce/>

Facebook: <https://www.facebook.com/ontchamberofcommerce/>

Instagram: <https://www.instagram.com/ontariocofc/>

Hashtags: #SmallBusinessWeek #TYSmallBusiness #ONBiz #SmallBusinessSupport #ShopLocal #SmallBizLove #SmallBusinessMonth

Please contact [Lucas Di Rocco, Marketing & Communications Specialist](mailto:lucasdirocco@occ.ca), if you have any questions.

# **E-blast**

Small Business Week is a time to celebrate the vital role that small businesses play in our communities. From economic development to job creation, and innovation, there is no hiding the immense impact that they have across our regions.

As part of this year’s *Thank You Small Business* campaign from October 21 to 26, the [INSERT CHAMBER/BOARD OF TRADE NAME], in partnership with the Ontario Chamber of Commerce and Desjardins are working to highlight the remarkable resilience that small businesses have and continue to display in our communities. We invite all small businesses to join and collaborate in our *Thank You Small Business* promotional graphic that showcases how our Members’ are not just small engines of the economy, but also integral parts of communities, contributing to local events, charities, and fostering a sense of belonging.

To do so, we’d like to invite your small businesses to submit a photo that we can add to our custom Small Business Week social graphic and share across all our social channels with a special shoutout to your business. Please feel free to reply to this email directly with a photo that represents your small business best.

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Social Calendar

\*In addition to these pre-scripted posts, we also ask that your Chamber re-share, like & comment on Small Business Week posts from the OCC.\*

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| --- | --- | --- | --- |
| **Date** | **Twitter/X** | **Facebook/LinkedIn/Instagram** | **Graphic** |
| Week of October 14 | The @OntarioCofC, INSERT CHAMBER HANDLE & @DesjardinsGroup are once again partnering to celebrate #SmallBusinessWeek next week.  This year’s campaign theme, #TYSmallBusiness, expresses gratitude for small businesses, and highlights the contributions they make within their communities every day!  Learn more here: <https://occ.ca/tysmallbusiness> | The Ontario Chamber of Commerce, INSERT CHAMBER NAME, and Desjardins are once again partnering to celebrate #SmallBusinessWeek next week.  This year’s campaign theme, ‘Thank You Small Business’, expresses gratitude for small businesses, and highlights the contributions they make within their communities every day!  Learn more here: <https://occ.ca/tysmallbusiness>  #TYSmallBusiness #ONBiz #SmallBusinessSupport | A logo for small business week  Description automatically generated  2024 SBW OCC – Graphic 1  Instructions to add your logo can be found in the PowerPoint File within the “Chamber Assets” Folder. |
| Sunday, October 20 or Monday, October 21 | By supporting small business entrepreneurs, we invest in the heart and soul of our communities!  Join us in celebrating the vital role that small businesses play in shaping our local neighborhoods, through our #TYSmallBusiness campaign in partnership with the @OntarioCofC and @DesjardinsGroup for #SmallBusinessWeek.  Learn more here: <https://occ.ca/tysmallbusiness>  #ONBiz #SmallBusinessSupport | By supporting small business entrepreneurs, we invest in the heart and soul of our communities!  Join us in celebrating the vital role that small businesses play in shaping our local neighborhoods, through our #TYSmallBusiness campaign in partnership with the Ontario Chamber of Commerce and Desjardins for #SmallBusinessWeek.  Learn more here: <https://occ.ca/tysmallbusiness>  #ONBiz #SmallBusinessSupport | A logo for small business week  Description automatically generated  2024 SBW OCC – Graphic 1   * Instructions to add your logo can be found in the PowerPoint File within the “Chamber Assets” Folder. |
| Week of October 21-26 | Celebrating Our Small Business Community!  With #SmallBusinessWeek 2024 underway, INSERT CHAMBER NAME is reflecting on the incredible impact of small businesses in our local communities.  THIS IS A GREAT OPPORTUNITY TO FEATURE A LOCAL BUSINESS IN YOUR COMMUNITY AND TALK A LITTLE BIT ABOUT THEM! DON’T FORGET TO USE OUR #TYSMALLBUSINESS CUSTOM FRAME!   Let's continue to uplift and empower small businesses in our local neighborhoods for a stronger, more vibrant community!  #ONBiz #SmallBusinessSupport #ShopLocal #SmallBizLove #TYSmallBusiness | Celebrating Our Small Business Community!  With Small Business Week 2024 underway, INSERT CHAMBER NAME is reflecting on the incredible impact of small businesses in our local communities.  THIS IS A GREAT OPPORTUNITY TO FEATURE A LOCAL BUSINESS IN YOUR COMMUNITY AND TALK A LITTLE BIT ABOUT THEM! DON’T FORGET TO USE OUR #TYSMALLBUSINESS CUSTOM FRAME!   Let's continue to uplift and empower small businesses in our local neighborhoods for a stronger, more vibrant community!  #ONBiz #SmallBusinessSupport #ShopLocal #SmallBizLove #TYSmallBusiness | A white background with green text  Description automatically generated  2024 SBW OCC – Photo Frame 1.   * Instructions to add photo in PowerPoint.   A couple of rectangular frames  Description automatically generated  2024 SBW OCC – Photo Frame 2   * Add your own photo(s). * Instructions to add your photos can be found in the PowerPoint File within the “Chamber Assets” Folder. |