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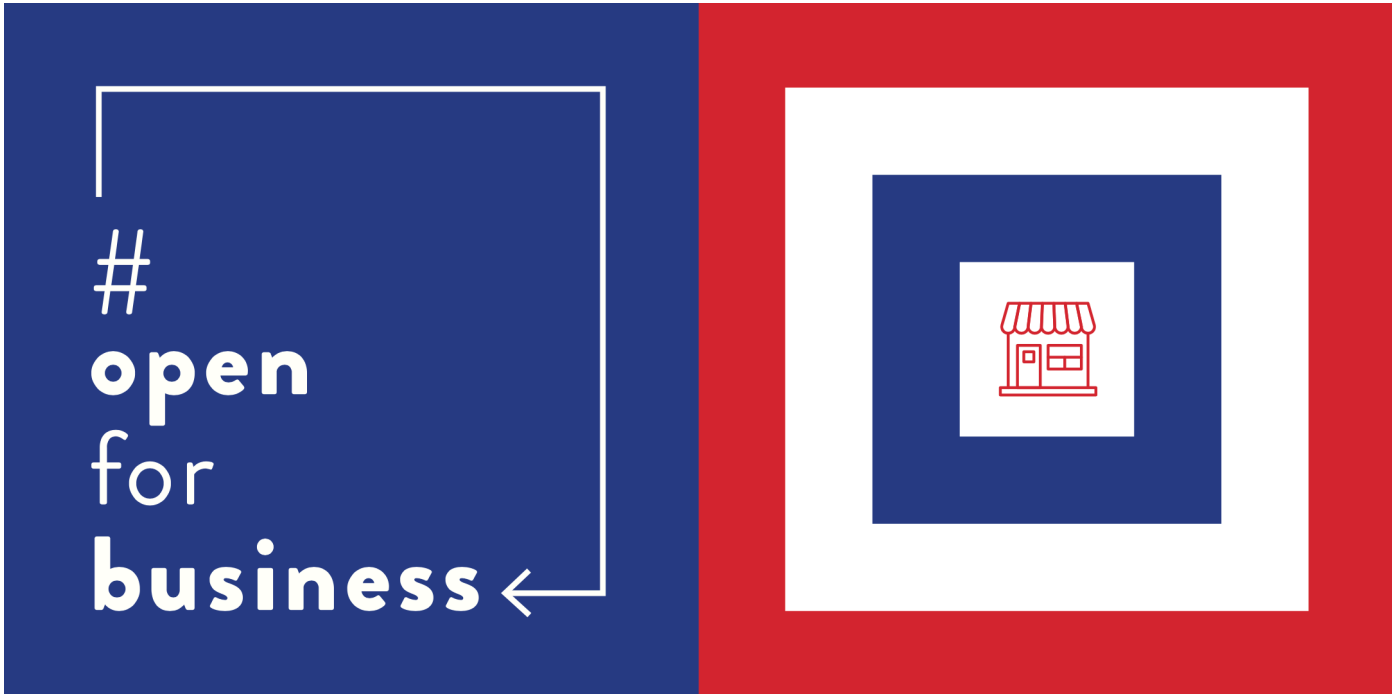

SOCIAL MEDIA PLAYBOOK

POSITION STATEMENT

#OpenForBusiness is a promotional initiative to support local businesses across the country. The goal is to encourage consumers to support their local businesses as the country begins to reopen. Safety and the health of business owners, their staff and us as consumers is priority. We can reopen our local economies and prioritize our health at the same time. We all have an important role to play. #OpenForBusiness encourages consumers to seek out local businesses for their products and services first. Shop online and pick up at the store if the physical business is not open yet. Order your meals online and take advantage of curbside delivery at restaurants. Do what you can to shop local first. Get outside, visit a nearby park, main street or small town. Invest in your local economy and your region – all while following your local health guidelines and respecting others around you. In addition to encouraging consumers to shop their favorite local stores, #OpenForBusiness will also promote local businesses who are reopening safely and smartly. We encourage all businesses to share their best practices, innovative methods for reopening and serving their customers via the hashtag #OpenForBusiness.

The magazines, websites and social media platforms across all HOUR Media markets including Minnesota Monthly will promote this initiative and encourage other media to join in. #OpenForBusiness will employ the support of local chambers of commerce, business associations, convention and visitors bureaus and city/county government to help promote this program. Help us and your local businesses by getting the message out and posting your support.

Supporting your local economy and the businesses in your community is the first and most important step we all can take to get our economy going again. Each dollar you spend locally will have a multiplier effect, help open doors of local business and support jobs in your community.

Let everyone know you are Open For Business.

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HOW IT WORKS

It’s simple! Just post, hashtag, & tag.

- Post on your social media platforms showcasing how your business is currently open for business

- Use the #OpenForBusiness to join the campaign

- Tag *Minnesota Monthly* (you can find our platform tags below)
  - Facebook: @MNMOmag
  - Instagram: @MNMOmag
  - Twitter: @MNMOmag

- That’s it! We’ll reshare your posts on our accounts so our followers will know you’re #OpenForBusiness

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WHY IT WORKS

More eyes on your posts.

More awareness for your message.

More dollars for your business.

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WHY IT WORKS

- Resharing allows your post to reach our audiences. Take a look at the number of followers on your business accounts. Now add on ours:

  - Twitter – 71,300+
  - Facebook – 18,200+
  - Instagram – 29,700+

- Our accounts will be promoting the #OpenForBusiness campaign and encouraging our followers to shop local first. You'll want your business to be apart of that message.

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WHAT TO POST

We want to hear the story of your business.

Here are some ideas for how to tell it.

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WHAT TO POST

How can people support you right now?

- Shop online and pick up at your store
- Curbside pick up at your restaurant
- Make an appointment to meet with an associate

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WHAT TO POST

What are your best practices for reopening safely and smartly?

- Encouraging social distancing and face masks
- Cleaning and sanitizing surfaces
- Limiting the number of customers inside your business

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HOW TO POST

Here’s a quick guide on how to post and join the #OpenForBusiness campaign.

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HOW TO POST

Start with an image or video.

- Photos of your store, merchandise, food, or staff are great reminders of why customers love (and miss) your business.
- Text graphics or infographics explaining your safety measures or ordering process can will grab attention as your followers scroll through their feeds.
- Videos are a fantastic way to share your message and let customers see the caring faces behind your brand. Use them to tell your story in an engaging way.

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HOW TO POST

Next, you'll need a caption.

- Welcome back! We're #OpenForBusiness starting June 1. We're excited to serve the community again and want you to know that your safety is our top priority. Here are all the measures we're taking:

- We're partnering with @MNMOmag to let you know we're #OpenForBusiness via curbside pickup! Here's how to order:

- We've missed you! We're looking forward to seeing you in our store on June 1. Below are all the ways we're making it safe to shop with us. #OpenForBusiness @MNMOmag

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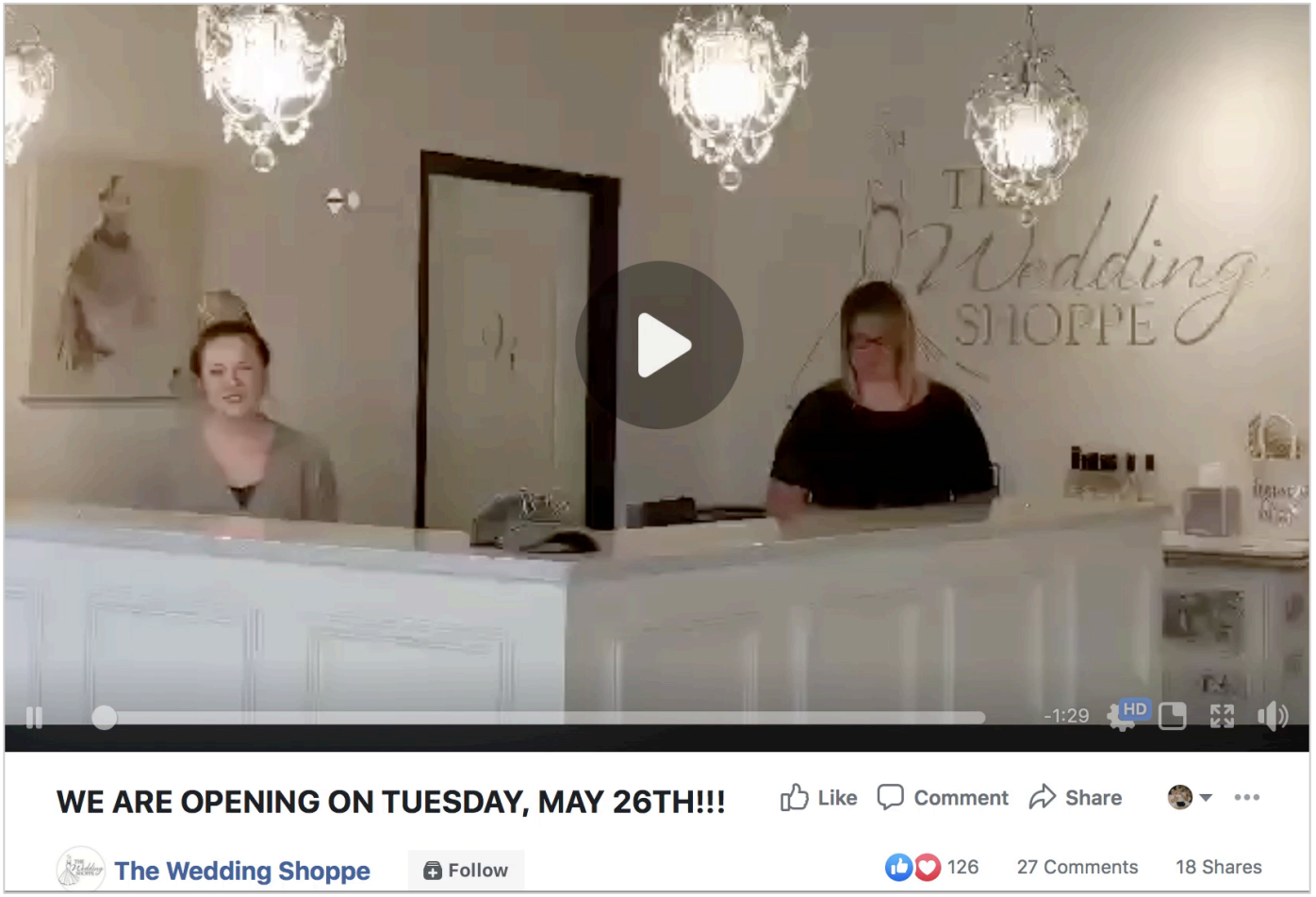
EXAMPLES



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EXAMPLES

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EXAMPLES

caravatisrva · Follow
Richmond, Virginia

200 likes

caravatisrva We have missed you!! We are excited to reopen tomorrow!! 🎉 We have put measures in place to ensure a safe experience while you are here. Face masks MUST be worn for entry. We have them available for $1 each if you forget them. 😁
UPDATED Hours: Tuesday-Friday 9:00-5:00
Saturday 10:00-5:00. 🌟CLOSED🌟 Sundays & Mondays

Anyone who has a medical condition and children under the age of ten are exempt from this order. Thank you for your understanding and support during these times.

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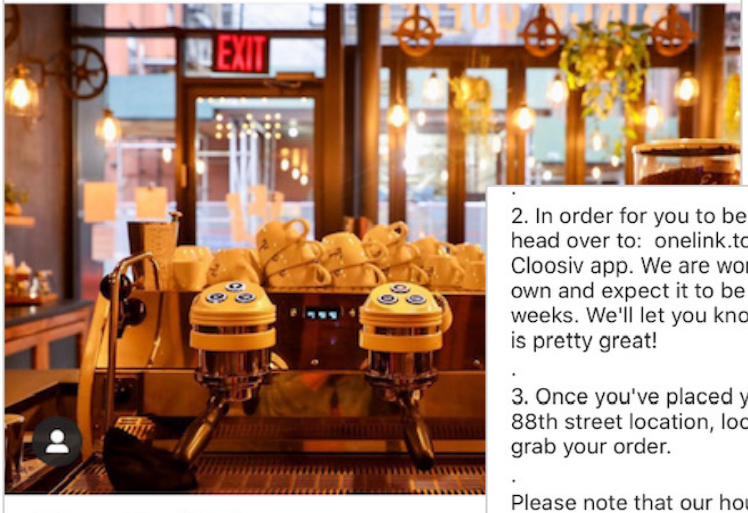
birchcoffee · Follow
Birch Coffee



666 likes

birchcoffee ********BIG NEWS******** Happy Friday! We are very excited to announce that we will be re-opening our 88th St. location at 8 am on Tuesday morning 5/26. Here are some important things to note:

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1. We will be offering pick up only. As much as we want to hang out with you, we'll need you to place your order in advance so that when you swing by the store, it will be waiting for you to grab it!

.

2. In order for you to be able to get what you need, head over to: onelink.to/cloosiv to download the Cloosiv app. We are working hard on an app of our own and expect it to be ready within a couple of weeks. We'll let you know! In the meantime, this app is pretty great!

.

3. Once you've placed your order, come on by our 88th street location, located just west of 3rd Ave and grab your order.

.

Please note that our hours will be 8 am - 2 pm daily.
#BirchLovesYou #ReOpening #SocialDistancing #BigNews #OpenForBusiness #UES #CoffeeCommunity

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#OpenForBusiness

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