Step 1: Start with an image or video

- Photos of your store, merchandise, food, or staff are great reminders of why people love (and miss) your business
- Explain your safety measures or ordering process
- Use videos to tell your story in an engaging way and show the faces behind your brand

Step 2: Create a caption - try one of these

- Welcome back! We’re #OpenForBusiness starting [date]. 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 [date]. Below are all the ways we’re making it safe to shop with us. #OpenForBusiness @MNMOmag

EXAMPLES FROM OTHER CITIES

#OpenForBusiness