

Small Business Owner's Toolkit



It's important to tell your customers how
they can support businesses like yours
– **our toolkit can help.**



BY



Thank you for downloading the Small Business Owner's Toolkit.

Whether you're modifying your hours, changing the way you do business, or directing customers to your website, our toolkit can help encourage support from your community. Inside you'll find digital badges and social media posts to help you communicate how customers can support you during this time.

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Tool 1: Digital Badges

What are they?

Our ready-to-use digital badges encourage your virtual community to shop. Add them to your email signature or post them on your company's website for additional messaging to customers.

What do they look like?

CLEAN LOOK



BOLD LOOK



How to use them?

Go to the **Tool 1 – Digital Badges** folder where you'll find options to post on your chosen digital platform.

Tool 2: Social Posts

What are they?

We have provided a range of ready-to use social posts. They encourage your virtual community to shop, order takeaway or delivery.

What do they look like?

CLEAN LOOK



BOLD LOOK



How to use them?

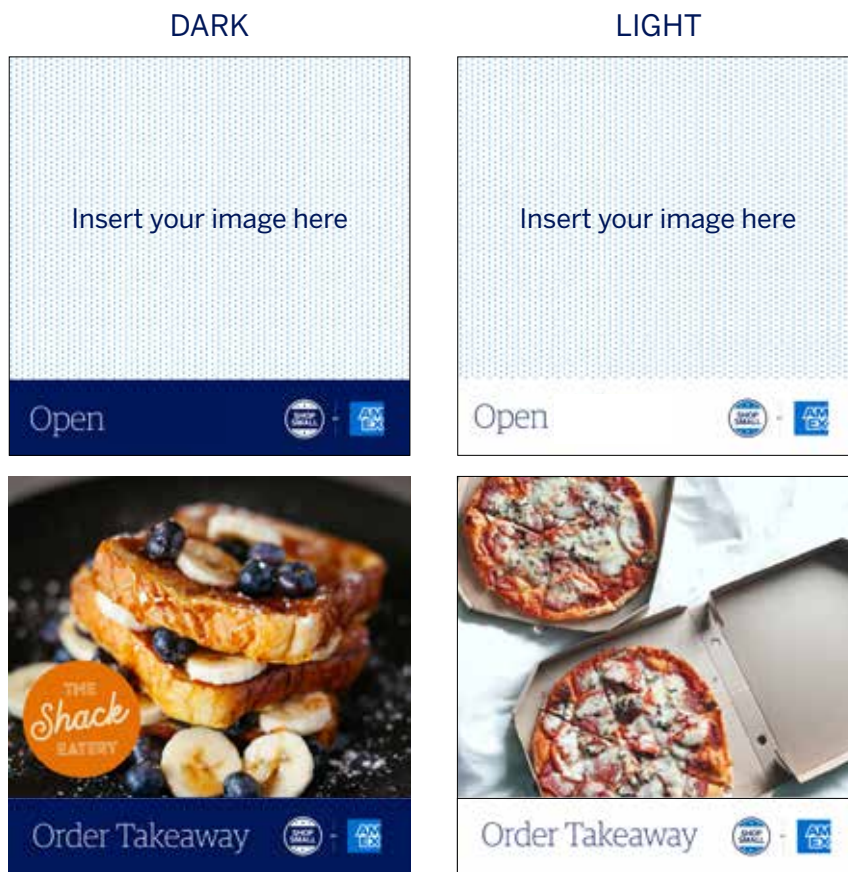
Go to the **Tool 2 – Social Posts** folder where you'll find options to post on your chosen social platform.

Tool 3: DIY Social Posts

What are they?

We have provided a template so you can add your own pictures to your choice of message. Your community will know they can shop, order takeaway or delivery from you.

What do they look like?



How to use them?

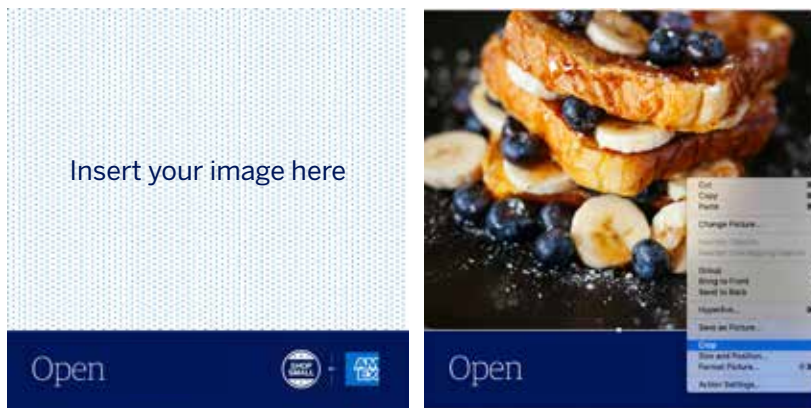
Create your own posts using our banners.

Step 1:

Go to **Tool 3 - DIY Social Posts** where you will find a Microsoft PowerPoint document. Open the PowerPoint document and choose your favourite message from the displayed banner options.

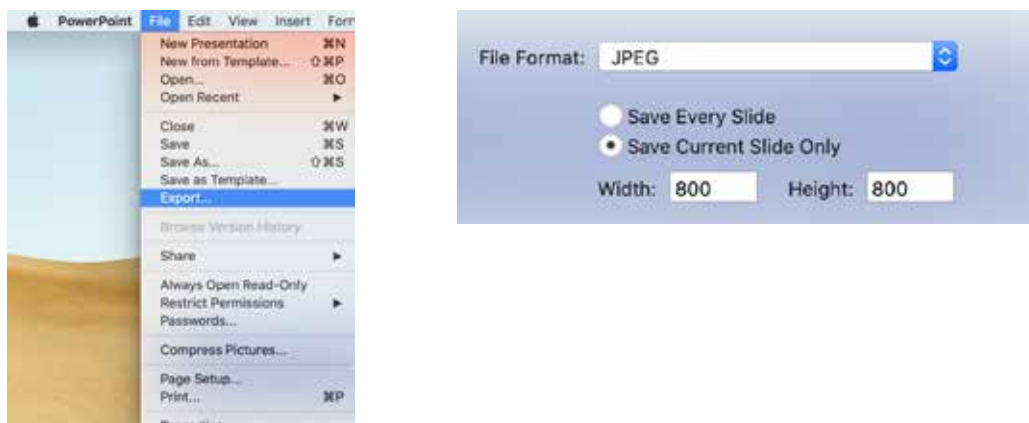
Step 2:

Click to insert image into the image area. If necessary, right click and select **Crop** to move your image to fit the space.



Step 3:

Once you are happy with your post, choose **File** from the top menu, then **Export** and export as a **JPEG**. Export to your chosen location and post to your desired social platform.



Tool 4: Instagram Stickers

What are they?

We have created a range of animated Stickers for you to use on your Instagram and Facebook Stories. They're a fun and simple way of telling your customers you're open and ready for their business. Choose your favourite and get posting.

What do they look like?



How to use them?

Capture your piece of content via either Instagram or Facebook Stories. In the **GIF search tool**, type in **“Amex Shop Small”** and select from the range of Stickers available.

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