**Social Media Kit: Support Local Gems**

**Hashtags:**

#SupportLocalGems

#Support[City/Town/Neighborhood]Gems

Ex. #SupportBoiseGems, #SupportPocatelloGems, #SupportCDAGems

*When using the city-specific hashtag, we recommend using the standard #SupportLocalGems hashtag in tandem.*

**Social Media Toolkit Call to Action:**

When sharing your support on Facebook and Instagram, we’ve created additional tools to amplify the Support Local Gems message. For Facebook and Instagram stories, add gif stickers by searching for “Support Local Gems” in the search bar for gifs. You can also add a frame to your Facebook profile picture by clicking on the image, selecting “update photo,” “add frame,” and searching for “Support Idaho Gems.” These will add some additional flair to show you’re participating and will help spread the word about Support Local Gems.

**Suggested Tweets:**

During the COVID-19 outbreak, small businesses across the Gem State are increasingly at risk of shutting their doors. On Friday, April 24th, I invite you to #SupportLocalGems.
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#SupportLocalGems is an opportunity to shop small and find ways to support local Idaho businesses. Purchase a gift card, order take-out, leave a positive review, or say thank you to the businesses that make Idaho great.

Local businesses make Idaho great. #SupportLocalGems in your neighborhood on Friday, April 24th. Get take-out from a great restaurant, send a gift card to a friend, write a review online, or say thank you to your favorite local gem.

Small businesses employ hundreds of thousands of Idahoans, and #COVID-19 has made job security uncertain for many of our neighbors and friends. On Friday, April 24th, #SupportLocalGems and the Idahoans they employ by shopping online and supporting the gems in our communities.

Wondering what #SupportLocalGems is? Support Local Gems is an all-day celebration of Idaho’s small businesses on Friday, April 24th. For those who are financially able, support your favorite local businesses by shopping online, buying a gift card, or saying thank you.

Looking for ways to support the small businesses that make Idaho great? On Friday, April 24th, #SupportLocalGems and buy online from your favorite Idaho shop or restaurant.

[City/Town] is full of local gems! On Friday, April 24th, try a new local restaurant for take-out or shop online and #SupportLocalGems

Missing date nights out? On Friday, April 24th, order take-out from a local restaurant and have a romantic date night in! #SupportLocalGems

Did you know small businesses employ the majority of Idaho’s private sector workforce? Support local jobs and #SupportLocalGems on Friday, April 24th by shopping online, giving a gift card, or saying thank you to your favorite neighborhood spots.

Want to #SupportLocalGems but don’t have the cash on hand? Write a review online, post on social media about your favorite small business, or say thank you to the local gems in your community.

Ways to #SupportLocalGems:

1. Buy a gift card to your favorite local shop
2. Order take-out from a new restaurant
3. Say thank you to the small businesses that make your community thrive

Thank you for supporting Idaho’s local gems!

Why shop online at a big box store when you can #SupportLocalGems? On Friday, April 24th, ditch the big guys and lend your support to the local shops, businesses, and restaurants that make Idaho great.

Calling all online shoppers: On Friday, April 24th, give your business to the small businesses that make Idaho special. Grab a gift card, buy from your favorite Main Street shop, and #SupportLocalGems.

The #COVID19 outbreak has threatened the future of local businesses across the Gem State. On Friday, April 24th, support the Idaho small businesses that provide local jobs, services, and incredible community value. #SupportLocalGems

Idaho small businesses need your help! On Friday, April 24th, get online and give your business to the local shops and restaurants that make your community thrive. #SupportLocalGems

Been curious to try out the new small business in town? Now’s your chance! #SupportLocalGems on Friday, April 24th and shop online at the local businesses that make Idaho special.

When you #SupportLocalGems, you are:

* Helping a business make payroll
* Supporting local jobs
* Giving a small business new life in the fight against #COVID19

Thank you for supporting the local gems in your community on Friday, April 24th!

Love the small businesses that make your community unique? On Friday, April 24th, show them your appreciation by buying from them online, writing a review, getting a gift card, or saying thanks for all that they do to make Idaho great. #SupportLocalGems