



Partner

AMPLIFYING THE CAMPAIGN

PURPOSE

The **Calling ALL Californians: #ShopSafeShopLocal** campaign is designed to:

- Rally our communities around supporting local small business throughout the state, inclusive of all diverse communities
- Amplify the importance of following state and county industry guidance
- Promote the importance of following safe shopping practices to protect small businesses, their workforce, and consumers
- Help create an environment where everyone feels safe and welcome to shop
- Encourage small business owners and consumers to adopt e-commerce to reduce risks and create resiliency

SOCIAL MEDIA

USE HASHTAGS: #CallingALLCalifornians #ShopSafeShopLocal

LINK TO WEBSITE: business.ca.gov/shopsafeshoplocal

FOLLOW FOR CAMPAIGN UPDATES

Twitter: [@CaliforniaOSBA](https://twitter.com/CaliforniaOSBA)

Facebook: [@CaliforniaOSBA](https://www.facebook.com/CaliforniaOSBA)

Governor's Twitter: [@CAGovernor](https://twitter.com/CAGovernor)

*retweet campaign social posts for amplification

ACTIVE ENGAGEMENT OPTIONS

- Video/photograph yourself picking up food at your favorite local restaurant on #TakeOutTuesday, showing sanitizer, safe pick-up practices, and amplifying the campaign. Use the phrase: "Find special partner discounts, tools and platforms at business.ca.gov/shopsafeshoplocal."
- Video/photograph yourself shopping safely at your favorite small business (retail, physician, service business, etc.) wearing masks and practicing social distancing. Highlight cool safety practices that you are seeing. Make sure to say your first name and the city you are in, "Hi, I'm Maria, and I'm in Los Angeles..."
- Video/photograph yourself talking about your favorite small business e-commerce site, highlighting your favorite products to purchase. Support our state's diversity while safely shopping online at home.



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SOCIAL MEDIA GRAPHICS

[Download Here](#)

SOCIAL MEDIA COPY

*For Instagram, Facebook, Twitter, LinkedIn, or NextDoor

- #CallingALLCalifornians #ShopSafeShopLocal is a way for all of us to #MeetTheMoment and use the power of our wallets to support our diverse neighborhoods by shopping locally and safely with #SmallBusinesses. #INSERTCITYNAME – we are stronger together!
- We're in this together. #CallingALLCalifornians #ShopSafeShopLocal: business.ca.gov/shopsafeshoplocal. #SmallBusinesses are CRITICAL to our economic recovery. Our commitment to shop safely supports our neighborhoods.
- #CallingALLCalifornians #ShopSafeShopLocal is a call to action for us to rally together, mask up and help our #SmallBusinesses by keeping everyone safe while they shop.
- We wanted to do something special for #SmallBusinesses as part of the #CallingALLCalifornians #ShopSafeShopLocal campaign. Check it out here: business.ca.gov/shopsafeshoplocal