



12-16-20 v.1

## **SOCIAL MEDIA TOOLKIT for Shop Local Kirkland Businesses**

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### **Summary**

The Shop Local Kirkland (SLK) digital marketplace needs consumers to visit and shop through the website if it is to serve our businesses. We encourage businesses to promote SLK and their digital storefronts to their own customers via social and traditional media. To help, we have developed a **Social Media Toolkit**. This toolkit contains downloadable graphics and wording for easy posting and sharing. Please download and share! We will periodically update these materials for your use.

### **Background**

New restrictions and public health messages are widespread and being covered in the media. The Shop Local Kirkland initiative responds to public health guidance for reduced contact and is a model of resiliency for our community. SLK provides a hopeful platform designed to help Kirkland help its business, arts and service community right now.

### **How it Works**

All business can help promote [www.ShopLocalKirkland.com](http://www.ShopLocalKirkland.com) by sharing visuals and encouraging local shopping via their own social and traditional media channels.

1. Download (right click) pre-made content for sharing from this link: [Shop Local Kirkland Media Kit](#).
2. Share as posts with your customers and via your social media accounts.
3. Create and share your own content aligning with the Shop Local Kirkland theme. Be sure to include the website [www.ShopLocalKirkland.com](http://www.ShopLocalKirkland.com) , SLK logo and hashtag #shoplocalkirkland
4. Share this key message these next few weeks:
  - Our businesses need your support now more than ever! Find amazing gifts and services at [www.ShopLocalKirkland.com](http://www.ShopLocalKirkland.com) and support our community.

## TOOLKIT COMPONENTS

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**Social Media Visuals: Downloadable here:** [SLK Social Media Toolkit](#)

1. **Logo:** Shop Local Kirkland has its own logo in several variations that are available to download.
2. **Hashtag:** Shop Local Kirkland uses the hashtag #shoplocalkirkland.
3. **Downloadable graphics:** are oriented towards holiday shopping. Several variations offer choice.

### ***Keep it Local King County Campaign Visuals & Messaging***

<https://www.kingcounty.gov/elected/executive/constantine/covid-response/keep-it-local.aspx>

The Shop Local Kirkland initiative is following the daily themes of the Keep it Local King County campaign from the County Executive's office. We have re-branded King County's themes for Kirkland's Shop Local initiative. These graphics may also be downloaded and shared.

#### **Monday: Membership Monday**

Useful for business types: Arts, cultural and entertainment organizations; fitness businesses and gyms, training and coaching; digital and social media service providers.

Emphasize: the importance of continuing or purchasing memberships in regional arts and cultural organizations

Encourage: #MembershipMonday #shoplocalkirkland

#### **Tuesday: Take-Out Tuesday**

Useful for Business Types: Restaurants, cafés, bars, food producers, beverage producers

Emphasize: The need to support neighborhood restaurants and cafes. "Let the take-out box be a symbol of our resilience".

Encourage: #TakeoutTuesday #TakeoutToday #TakoutTomorrow #shoplocalkirkland

#### **Wednesday: Workout Wednesday**

Useful for Business Types: Fitness center, gyms, recreation facilities

Emphasize: Many local gyms and studios offer on-line fitness, yoga and other classes. Holiday health = fitness. Exercise local!

Encourage: #WorkoutWednesday #shoplocalkirkland

#### **Thursday: Give Thanks Thursday**

Useful for Business Types: Services, non-profits, community organizations, health and wellness, pharmacy, grocery, teachers.

Emphasize: Thank you to essential workers, service providers, community organizations, health workers.

Encourage: #GiveThanksThursday #shoplocalkirkland

**Friday: Fun Day**

Useful for Business Types: Recreation, retail, arts, culture & entertainment, restaurants.

Emphasize: Virtual and socially distanced outdoor fun with family

Encourage: #FridayFunDayEven #shoplocalkirkland

**Saturday: Shop Safe / Shop Small**

Useful for Business Types: All, especially brick and mortar retail, restaurants, services.

Emphasize: Now is the time to show the love to local merchants—they're OPEN. It is safe to patronize businesses in our neighborhoods and downtown, as long as we follow simple guidelines.

Encourage: Visit and tag your favorite local shops, show gift ideas/purchases, and tell how to do so safely. #shopsmallsaturday #shopsafesaturday #shoplocalkirkland