

## Shop Local for Your Holidays Online Campaign

Every dollar spent locally at retailers, restaurants, and other small businesses in your city or town will save businesses and keep people employed. San Mateo County's small businesses are struggling to survive the economic impacts of the pandemic and COVID-19 shutdown orders. The November 16, 2020 roll back to the Red Tier for San Mateo County is another challenge for these small businesses that are vital to our communities.

The San Mateo County Recovery Initiative has developed a *Shop Local for Your Holidays* online campaign to encourage residents to patronize local businesses this holiday season.

### We need your help to spread the *Shop Local for Your Holidays* message right now

We have developed ready-to-post graphics that can be used by any person or organization—nonprofits, businesses, chambers, faith organizations, and local governments—to help get the word out. They can be shared on social media sites like Facebook, Instagram, and Twitter, as well as on websites or in emails and e-newsletters.

### Customize the message with a logo, website link, or other information

The Shop Local graphics can be customized with your organization's logo or website. Simply use the "customizable" jpeg and make it your own. **Here are some examples:**

- Add a logo(s) for your city, chamber of commerce, or downtown business district
- Add a hyperlink to a website address with a local business directory or restaurant directory
- Add a website address for local online shopping directories or curbside pickup options
- Encourage local businesses to add their logos and website addresses

### Customize the *Shop Local for Your Holidays* graphic!

