



## GRAND RAPIDS BusinessJournal™

### #OpenForBusiness

is a promotional initiative supporting local businesses across the country. Safety and the health of business owners, their staff, and consumers is priority.

Share on social media how you are safely open for business using the hashtag #OpenForBusiness and *Grand Rapids Business Journal* will reshare your posts. Let everyone know you are Open For Business.

### HOW DOES IT WORK?

It's simple! Just post, use the hashtag #OpenForBusiness, and tag *Grand Rapids Business Journal*.

  @grbj

 @grbusinessjournal

### SOCIAL MEDIA STATS

Resharing allows your post to reach our audiences. Here are our social media stats:

 24.8K+ followers    13,971+ followers    2,160+ followers

### WHAT TO POST?

We want to hear the story of your business. Here are some ideas of how to tell it.

#### How can people support you right now?

- Shop online and pick up at your store
- Curbside pickup at your restaurant
- Make an appointment to meet with an associate

#### What are your best practices for reopening safely and smartly?

- Encouraging social distancing and face masks
- Cleaning and sanitizing surfaces
- Limiting the number of customers inside your business

## HOW TO POST?



### Step 1: Start with an image or video

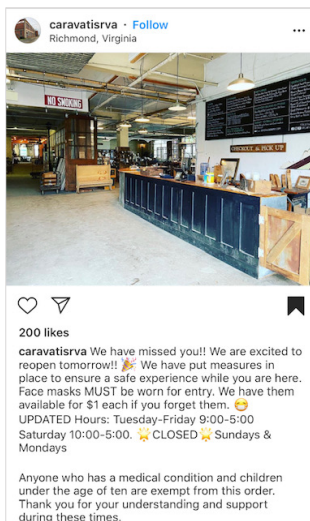
- Photos of your store, merchandise, food, or staff are great reminders of why people love (and miss) your business
- Explain your safety measures or ordering process
- Use videos to tell your story in an engaging way and show the faces behind your brand.



### Step 2: Create a caption—try one of these

- Welcome back! We're #OpenForBusiness starting June 1. We're excited to serve the community again and want you to know that your safety is our top priority. Here are all the measures we're taking:
- We're partnering with @grbj to let you know we're #Open-ForBusiness via curbside pickup! Here's how to order:
- We've missed you! We're looking forward to seeing you in our store on June 1. Below are all the ways we're making it safe to shop with us. #OpenForBusiness @grbj

## EXAMPLES FROM OTHER CITIES:



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## #OpenForBusiness