

# Get ready for Small Business Saturday

Small Business Saturday is a day dedicated to celebrate and support small businesses across the country. Follow this checklist to make sure your business is ready to stand out.

## Stay connected

Use hashtag **#ShopSmall** to share how your business is celebrating.

## Live Tweet

Have an in-store event planned for the weekend? Make sure to **Tweet before, during, and after** to share the experience with those who couldn't attend.

## Add in your address and hours

Make sure your customers can find you. If you have a physical location, **add your address and hours** to your Twitter bio.

## Share deals and promotions

Tweet about **deals, promotions, or sales** your business will be having for the weekend with your followers.

