



Celebrating YOU! Campaign: Guidelines for partners

The Celebrating YOU! Campaign is an effort to highlight the small businesses and start-ups that utilize the resources of the Small Business Accelerator. It will take place through the month of October 2014 – Small Business Month in Canada – and will periodically highlight a business on the SBA blog. It is a chance for small business owners to share information about their new business venture, and a space for them to contribute first-hand experience on the process of starting a business.

How you can help

Spread the word about this campaign to start-ups in your community through informal social networking channels.

Sample tweets:

Are you using [@sba_bc](http://www.sba-bc.ca)'s [#marketresearch](http://www.sba-bc.ca/#marketresearch) resources? Share your story and gain exposure for your [#startup](http://www.sba-bc.ca/#startup)! <http://bit.ly/1r5K8uz>

Celebrating YOU! Be the first to share your [#smallbiz](http://www.sba-bc.ca/#smallbiz) success with a community of [@sba_bc](http://www.sba-bc.ca) followers to cheer you on - <http://bit.ly/1r5K8uz>

Have you heard? Be the first to get profiled during [@sba_bc](http://www.sba-bc.ca)'s Celebrating YOU campaign! <http://bit.ly/1r5K8uz> [#SBM2014](http://www.sba-bc.ca/#SBM2014)

Don't miss out on the chance to tell the world about your [#smallbiz](http://www.sba-bc.ca/#smallbiz) - get profiled on the [@sba_bc](http://www.sba-bc.ca) blog! <http://bit.ly/1r5K8uz>

Are you looking for a free supportive space to share your [#smallbiz](http://www.sba-bc.ca/#smallbiz) idea? [@sba_bc](http://www.sba-bc.ca) wants to profile you! <http://bit.ly/1r5K8uz>

Sample Facebook posts:

Don't miss out on free exposure by being the first to get profiled by the Small Business Accelerator! <http://bit.ly/1r5K8uz>

Celebrating YOU! Be the first to share your small business success with the community of Small Business Accelerator followers to cheer you on! <http://bit.ly/1r5K8uz>

A retweet of our social media content calling out the business community would also be appreciated! [Follow us](http://www.sba-bc.ca/#followus) on Twitter to stay in the know.

Lingering questions?

Contact us at lib.sba@ubc.ca to learn more about how to support the campaign.