



Supporter

JOIN A MOVEMENT TO TELL ALL CALIFORNIANS TO #SHOPSAFESHOPLOCAL

PURPOSE

The **Calling ALL Californians: #ShopSafeShopLocal** campaign is designed to:

- Rally each of us and our communities to support local small businesses throughout the state, inclusive of all diverse communities.
- Promote the importance of following safe shopping practices and industry guidance to protect small businesses, their workforce, and consumers - creating environments where everyone feels safe to shop.
- Encourage more consumers and businesses to adopt e-commerce to reduce risks and create resiliency.

SOCIAL MEDIA

Feature Us in Your Social Accounts

- **Use Hashtags:** #CallingALLCalifornians #ShopSafeShopLocal
- **Link to Website:** business.ca.gov/shopsafeshoplocal
- **Tag and share** with your favorite local small businesses to connect them to resources

FOLLOW US FOR CAMPAIGN UPDATES AND RETWEET/LIKE

Twitter: [@CaliforniaOSBA](https://twitter.com/CaliforniaOSBA)

Facebook: [@CaliforniaOSBA](https://www.facebook.com/CaliforniaOSBA)

ACTIVE ENGAGEMENT OPTIONS

- Video/photograph yourself picking up food at your favorite local restaurant
- Video/photograph yourself shopping safely at your favorite small business (retail, physician, service business, etc.) wearing masks and practicing social distancing. Highlight cool safety practices that you are seeing. Make sure to say your first name and the city you are in, "Hi, I'm Maria, and I'm in Los Angeles..."
- Video/photograph yourself talking about your favorite small business e-commerce site, highlighting your favorite products to purchase. Support our state's diversity while safely shopping online at home.
- Post the free social media graphics and message on your social media page and share with your family or friends. (You can get the materials by clicking [here.](#))