

# OAKLAND COUNTY – MICHIGAN SHOP SMALL & LOCAL



## Social Media Tip Sheet

**PUBLIC | COMMUNITY PARTNERS | SMALL BUSINESS OWNERS**  
Have some fun while supporting your favorite small local businesses!

**TIP  
1**

### **SOCIAL MEDIA POSTS:**

Copy, customize and paste these posts into your social media channels.

#### **NOVEMBER 1-30, 2025**

You could win \$1,000 during Local Gems November Sweepstakes, Nov 1-30. Submit a selfie taken at Oakland County small businesses that you consider to be “local gems.” Each different business you submit increases your odds of winning. Entry form at: [OakGov.com/ShopSmall](https://OakGov.com/ShopSmall). #OaklandCounty #LocalGemOC #MainStreetOC #ShopLocalOaklandTogether #ShopSmall #SmallBusinessSaturday

Take a selfie from inside or outside your favorite small business in Oakland County and enter the Local Gems November Sweepstakes for a chance at winning \$1,000. It's easy. Nov. 1-30, each different business you submit increases your odds of winning. Entry form at: [OakGov.com/ShopSmall](https://OakGov.com/ShopSmall). #OaklandCounty #LocalGemOC #MainStreetOC #ShopLocalOaklandTogether #ShopSmall #SmallBusinessSaturday

Shopping small and local has its benefits. Take a selfie from inside or outside your favorite small business in Oakland County and enter the Local Gems November Sweepstakes for a chance at winning \$1,000. Nov. 1-30, each different business you submit increases your odds of winning. Entry form at: [OakGov.com/ShopSmall](https://OakGov.com/ShopSmall). #OaklandCounty #LocalGemOC #MainStreetOC #ShopLocalOaklandTogether #ShopSmall #SmallBusinessSaturday

Increase your odds of winning \$1,000 to use for holiday shopping. Take a selfie from inside or outside your favorite small business in Oakland County and enter the Local Gems November Sweepstakes. Nov. 1-30, each different business you submit increases your chances to win. Entry form at: [OakGov.com/ShopSmall](https://OakGov.com/ShopSmall). #OaklandCounty #LocalGemOC #MainStreetOC #ShopLocalOaklandTogether #ShopSmall #SmallBusinessSaturday

#### **NOVEMBER 30, 2025**

Last day to enter the Local Gems November Sweepstakes to win \$1,000. Take a selfie from inside or outside your favorite small business in Oakland County and complete entry form by 11:59 PM ET, November 30, 2025, at [OakGov.com/ShopSmall](https://OakGov.com/ShopSmall). Each different business you submit increases your chances to win. #OaklandCounty #LocalGemOC #MainStreetOC #ShopLocalOaklandTogether #ShopSmall #SmallBusinessSaturday





## TIP 2

### SOCIAL MEDIA GRAPHICS:

Download ready-to-post social media graphics from: [OakGov.com/ShopSmall](https://OakGov.com/ShopSmall). See left navigator bar for Business Resources and Community Partner Resources. Note: Graphic sizes work best for Facebook, Twitter, and Instagram.

## TIP 3

### HANDLES & HASHTAGS:

Include any or all of these handles and hashtags in your social media posts:

@OakGov

@AdvantageOak

#OaklandCounty

#LocalGemOC

#ShopLocalOaklandTogether

#MainStreetOC

#SmallBusinessSaturday

#ShopSmall

#ShopLocal

#SmallBiz

### QUESTIONS? CONTACT:

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## SPONSORS



## ORGANIZER

