



# Social Media Content Plan – Client Audience, May 2016

Theme: National Business Week

May 1 – 7 is National Small Business Week—the perfect time to strike up conversations with small business owners in your network of potential clients. More than half of Americans either own or work for a small business! Engage them with these helpful articles about owning, running, and marketing a small business.



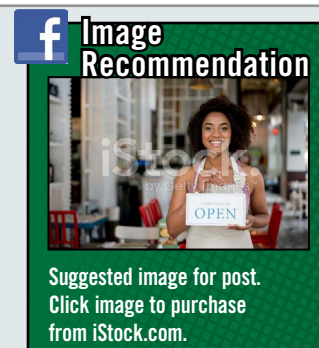
## FACEBOOK POSTS



It's Small Business Week! Any business owners out there? What's the best part about being in business for yourself? *[Note: click image on right to purchase and download]*



Shopping at small businesses helps build community and strengthen the local economy. What are some of your favorite small businesses?



## TWITTER POSTS



May 1 – 7 is Small Business Week! Do you own a small business? #DreamSmallBiz



Follow @SBAgov for events, advice, and assistance for small business owners. #DreamSmallBiz



## FACEBOOK POSTS



Thinking about starting a small business? Ask yourself these questions to see if you're ready:

[http://smallbusiness.com/wiki/Questions to ask yourself and issues to consider before starting a business](http://smallbusiness.com/wiki/Questions_to_ask_yourself_and_issues_to_consider_before_starting_a_business)



Small business owners are often crunched for time. Here are six ways you can use your email more efficiently so you can spend more time helping your business: <http://smallbusiness.com/getting-organized/email-efficiently/>

## TWITTER POSTS



Small biz tip: try to say "thank you" instead of "sorry" <http://smallbusiness.com/manage/thank-you/>



Every company needs goals. Here are five criteria to help create effective company goals: <http://mashable.com/2016/02/17/set-effective-company-goals/#Iiv4Q3OWSSqM>



## FACEBOOK POSTS



Advertising can be expensive! So how do you market your small business on a small budget?  
<http://www.wordstream.com/blog/ws/2014/10/01/marketing-ideas-for-small-businesses>



Companies that incorporate earth-friendly practices are more likely to save money and increase productivity. Here are five ways to help your business go green. <http://www.businessnewsdaily.com/6020-cybersecurity-solutions.html>

## TWITTER POSTS



Are you ready to take the leap from employee to entrepreneur?  
[http://mashable.com/2014/05/30/becoming-an-entrepreneur/#yfquVceK\\_aqz](http://mashable.com/2014/05/30/becoming-an-entrepreneur/#yfquVceK_aqz)



3 email marketing tips for beginners: <http://www.huffingtonpost.com/nextadvisorcom/5-email-marketing-tips-fo b 8260438.html>



## FACEBOOK POSTS



When it comes to small business, success is spelled with a C: <http://www.investopedia.com/articles/pf/09/small-business-five-cs.asp>



Eight out of 10 small businesses fail every year. Here are the five most common mistakes and how you can avoid them:  
<http://www.inc.com/travis-thorpe/the-top-5-reasons-small-businesses-fail.html>

## TWITTER POSTS



“Setting goals is the first step in turning the invisible into the visible.” – Tony Robbins  
*[Note: click image on right to purchase and download]*



25 ways you can keep your customers coming back for life:  
<http://www.amanet.org/training/articles/25-Ways-to-Keep-Customers-for-Life.aspx>



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