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, 2026

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: forms.oakgov.com/215. #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: forms.oakgov.com/215. #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: forms.oakgov.com/215. #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: forms.oakgov.com/215. #OaklandCounty #LocalGemOC #MainStreetOC #ShopLocalOaklandTogether #ShopSmall #SmallBusinessSaturday

NOVEMBER 30, 2026

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, 2026, at forms.oakgov.com/215. 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: OaklandCountyMI.gov/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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