

# DIGITAL MEDIA TOOLKIT

**GOAL:** The #ShopRockHill Campaign is designed to unite businesses encouraging the public to shop local. When you shop local, you're doing more than making a purchase—you're investing in your neighbors, your schools and your city's future.

## HASHTAGS AND TAGS

Use #ShopRockHill with all social media posts and stories.

**Facebook** – Tag Rock Hill Economic Development and Old Town Rock Hill (for Downtown Businesses).

**Instagram** - Tag @rockhillusa and @onlyinoldtown (for Downtown Businesses).

## OTHER OPPORTUNITIES TO ENGAGE

Find opportunities to partner with another small business!

Run promotions and use the #ShopRockHill to amplify the message!

**This campaign can't work without YOU so go encourage people to #ShopRockHill!**



# SOCIAL MEDIA POSTS

***Adjust these posts as needed for your business' social media tone and voice.***

Support. Spend. Love Local. Keep your dollars in Rock Hill this holiday season by eating and shopping locally!  
#ShopRockHill

Every local purchase strengthens our community. Be sure to shop and eat local this holiday season! #ShopRockHill

Come see us here at (insert your business name). We would love to see you this holiday season! Support. Spend. Love Local. #ShopRockHill

Eat here. Shop here. Celebrate here. Keep it local this holiday season!  
#ShopRockHill

When you spend local, you're investing in your neighbors. Let's keep Rock Hill strong! Support. Spend. Love Local. #ShopRockHill

