

BDC Small Business Week™

Activation Tool Kit

Guidelines and Captions
October 15-21, 2023

September 18, 2023





Help us promote BDC Small Business Week™

Join us as we recognize and celebrate the outstanding contribution of Canadian entrepreneurs and small and medium-sized businesses (SMEs) from coast to coast.

This year's theme

Let's talk solutions for today's business challenges

Running a business has never been simple, but ongoing worker shortages, interest rate hikes and inflation are making it even more difficult. Can small business owners overcome these challenges? Absolutely — especially if you don't do it alone. It takes time to build a network, but working with partners in your ecosystem will help you find the right strategies for your company.

That's why Small Business Week 2023 will bring the network to you — come exchange with other entrepreneurs and BDC partners at special events designed specifically for making connections, building your support system and helping entrepreneurs shine as bright as they can.



Please ensure that each banner links back to our [website](#)

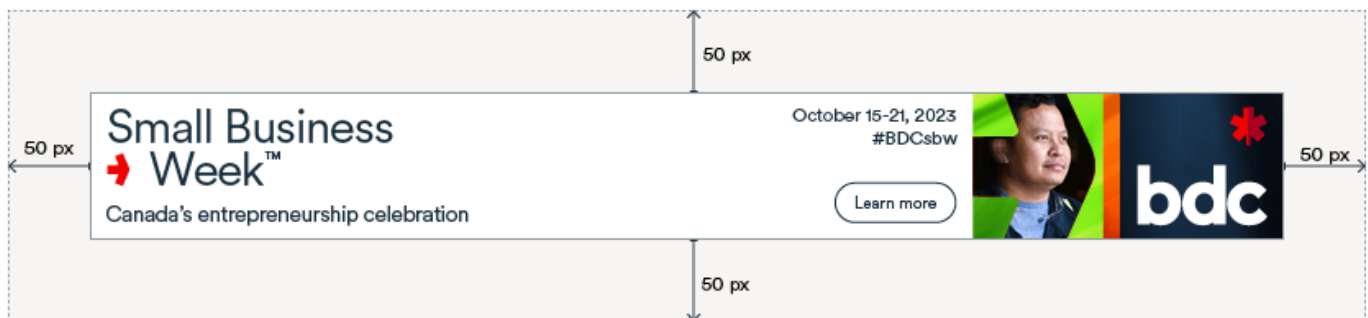
It's the go-to site for members of your network who wish to get instant access to all the local events and other resources, including publications, research and a media centre.

[Click this link](#) to download and save the banner. If you experience any problems downloading a banner, please contact us at marketing-communications@bdc.ca

Using the BDC Small Business Week 2023 banners

BDC is providing you with a restricted licence to display the banner on your website in accordance with the download instructions. Except for the right to display the banner on your website, BDC is not granting you any other rights in relation to the banner or any other BDC trademarks or trade names. If you would like to use the banner in a manner that is not covered by this document, you must contact us at marketing-communications@bdc.ca

Banner





Big box



Display banners

Use our official, unmodified BDC Small Business Week 2023 banner to represent this event. Respect the white space surrounding the banner. Do not modify, remove, distort or alter any element of the banner, including the colours.

Social media visuals

[Click this link](#) to download and save the banners. If you experience any problems downloading a visual, please contact us at: marketing-communications@bdc.ca



How can you help?

We encourage you to amplify the post(s). You can share our posts, create an original one using the campaign hashtag **#BDCsbw** or share one of the suggested posts on the platform of your choice.

To share the suggested caption with your network:

1. Opt for your favourite piece of content
2. Open the social media channel of your choice
3. Select and copy the suggested caption
4. Paste the caption into the social media channel's pop-up window
5. Click the share button and engage with your network (reply and comment) as you see fit

Campaign information

BDC Small Business Week hashtag: **#BDCsbw**

BDC Small Business Week URL: <https://www.bdc.ca/en/small-business-week>

Tagged links

- Facebook: <https://ow.ly/CaHo50PN0Nu>
- LinkedIn: <https://ow.ly/2NnZ50PN0Oa>
- Twitter: <https://ow.ly/WxXi50PN0Om>



- Instagram: <https://ow.ly/X1jx50PMXay>

BDC social media handles

- Facebook: @bdc - <https://www.facebook.com/BDC.ca/>
- LinkedIn: @bdc - <https://www.linkedin.com/company/bdc/>
- Twitter: @bdc_ca - https://twitter.com/bdc_ca
- Instagram: @bdc_ca - https://www.instagram.com/bdc_ca/



Social Media captions to promote #BDCsbw

LinkedIn

- ➔ During BDC Small Business Week – Oct. 15-21, let's talk solutions for today's business challenges. Find an event near you <https://ow.ly/2NnZ50PN0Oa> #BDCsbw
- ➔ I'm proud to contribute to the success of Canadian entrepreneurs! Join me during BDC Small Business Week – Oct. 15-21 to celebrate Canada's entrepreneurship. Check out all the events → <https://ow.ly/2NnZ50PN0Oa>
- ➔ Every year, close to 10,000 entrepreneurs gather to learn, network and celebrate Canada's entrepreneurship. Take part in BDC Small Business Week – Oct. 15-21 <https://ow.ly/2NnZ50PN0Oa> #BDCsbw
- ➔ During BDC Small Business Week - Oct. 15-21, let's celebrate the exceptional talent, drive and passion of entrepreneurs. See all the events <https://ow.ly/2NnZ50PN0Oa> #BDCsbw
- ➔ Come exchange with other #entrepreneurs and BDC partners at special events designed specifically for making connections and building your support system <https://ow.ly/2NnZ50PN0Oa> #BDCsbw

Small Business is Big in Canada

- ➔ There are more than 1.2 million small and medium-sized businesses in Canada. Together, they help fuel our economic spirit by contributing 52% of the country's gross domestic product. Learn more about entrepreneurship right here. <https://ow.ly/FAAz50POE1S> #BDCsbw
- ➔ Infographic | With 726,000 #entrepreneurs, small business is big in Canada! <https://ow.ly/FAAz50POE1S> #BDCsbw
- ➔ DYK? 98% of businesses have less than 100 employees. Check out the infographic for more fun fact around Canada's entrepreneurship. <https://ow.ly/FAAz50POE1S> #BDCsbw



Kick-off event with Pierre Cl roux, BDC VP Research and Chief Economist

- ➔ Free webinar alert! Join BDC Chief Economist, Pierre Cl roux, and a panel of experts and #entrepreneurs as they discuss tangible solutions to a complex business environment. Register now to #BDCsbw's kick-off event: <https://ow.ly/3ily50POAoj>
- ➔ BDC's Chief Economist, Pierre Cl roux, joined by a panel of experts and entrepreneurs, will present tangible solutions to tackle today's business challenges. Sign up for this free webinar <https://ow.ly/3ily50POAoj> #BDCsbw
- ➔ Register to #BDCsbw kick-off event, featuring BDC Chief economist and a panel of experts. Learn key skills to succeed as an #entrepreneur and proven strategies to retain employees. <https://ow.ly/3ily50POAoj>

Facebook

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X (formely Twitter)

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