

Partner Toolkit: Social Media Language

Thank you for sharing our content. Please use the below language to help us promote a safe Phase 1 reopening.

Note: the below messages are formatted for Twitter. If you would like to post on another platform please update with the relevant handle, below.

The SBS social media handles are:

Facebook/LinkedIn: @NYC Department of Small Business Services

Twitter: @nyc_sbs

Instagram: @nycsmallbiz

Social Campaign Language - General

- NYC Means Business: Stay Safe at Work! If your business is opening in Phase One, make sure you read and affirm that you understand the @NYGov guidelines. For more information, visit nyc.gov/business.
- NYC Means Business: Keep Your Distance! Maintain 6+ feet of space between you and your coworkers. For additional guidance, visit nyc.gov/business.
- NYC Means Business: Practice Good Hygiene! Wash your hands frequently and clean your work area after every shift. For additional guidance, visit nyc.gov/business.
- NYC Means Business: Communicate Clearly & Often! Train your staff on new guidelines and hang appropriate signage. For additional guidance, visit nyc.gov/business.

Social Campaign Language – Industry

Construction

- **Message:** NYC Means: Construction. Make sure you reopen safely. Employers, visit @NYC_SBS's website, nyc.gov/business, to learn more and affirm that you read and understand the guidelines. Workers, visit nyc.gov/workers for more info.

Manufacturing

- **Message:** NYC Means: Innovative Manufacturing. Make sure you reopen safely. Employers, visit @NYC_SBS's website, nyc.gov/business, to learn more and affirm that you read and understand the guidelines. Workers, visit nyc.gov/workers for more info.

Non-food Agriculture, Forestry, Fishing

- **Message:** NYC Means: Sustainable Agriculture, Forestry, and Fishing. Make sure you reopen safely. Employers, visit @NYC_SBS's website, nyc.gov/business, to learn more and affirm that you read and understand the guidelines. Workers, visit nyc.gov/workers for more info.

Retail (Curbside Only)

- **Message:** NYC Means: Shopping. Whether your store sells necessities or impulse buys, make sure you reopen safely. Employers, visit @NYC_SBS's website, [nyc.gov/business](https://www1.nyc.gov/business), to learn more and affirm that you read and understand the guidelines. Workers, visit [nyc.gov/workers](https://www1.nyc.gov/workers) for more info.

Wholesale Trade

- **Message:** NYC Means: A Strong Supply Chain. If you own a wholesale trade business, make sure you reopen safely. Employers, visit @NYC_SBS's website, [nyc.gov/business](https://www1.nyc.gov/business), to learn more and affirm that you read and understand the guidelines. Workers, visit [nyc.gov/workers](https://www1.nyc.gov/workers) for more info.

Face Covering Distribution Guidance - General

- Need face coverings for your employees? @NYC_SBS, @NYCDCA and their partners are distributing 2M face coverings at no cost to small business owners and their employees! Find a distribution partner near you at <https://www1.nyc.gov/nycbusiness/article/free-face-coverings>.

Face Covering Distribution Guidance – For Distribution Partners

- Need face coverings for your employees? We're partnering with @NYC_SBS and @NYCDCA to help distribute over 2M face coverings at no cost to small business owners and their employees! Find a distribution partner near you at <https://www1.nyc.gov/nycbusiness/article/free-face-coverings>.