



Activation toolkit Guidelines and Captions

BDC Small Business Week™

October 17-23, 2021



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.

Please ensure that each banner links back to our website

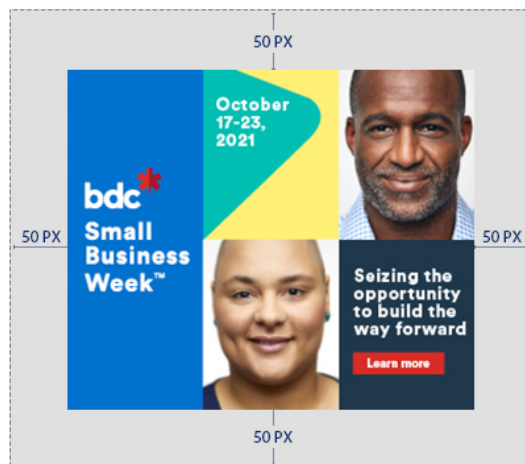
It's the go-to site for members of your network who wish to get instant access to all the local events and other resources, including publications, research and a media centre.

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

Banner



Big box





Using the BDC Small Business Week 2021 banner(s)

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

Display Banner

- Use our official, unmodified BDC Small Business Week 2021 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.

How you can help

We encourage you to amplify the post(s). You can RT/ 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: <http://ow.ly/KluM50GgKDdu>
- LinkedIn: <http://ow.ly/zOY650GgKEc>
- Twitter: <http://ow.ly/A2rd50GgKEw>

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

Facebook

- During BDC Small Business Week – Oct 17-23, let's join together to discuss the opportunities that lie ahead for Canadian entrepreneurs. <http://ow.ly/KluM50GgKDu> #BDCsbw
- Seizing the opportunity to build the way forward. Take part in #BDCsbw October 17-23, check out the events <http://ow.ly/KluM50GgKDu> #BDCsbw
- I'm proud to contribute to the success of Canadian entrepreneurs! Join me during BDC Small Business Week – Oct 17-23 to celebrate their courage and innovation. Check out the events <http://ow.ly/KluM50GgKDu> #BDCsbw
- During BDC Small Business Week - Oct 17-23, let's celebrate the exceptional talent, drive and passion of entrepreneurs! See all the events <http://ow.ly/KluM50GgKDu> #BDCsbw

Inspiring Entrepreneurs Stories

- Discover the unique journey of Canadian entrepreneurs through their stories that show their ambitions, their engagement and the challenges they have to face. <http://ow.ly/FqoC50GgKVJ> #BDCsbw
- Canadian entrepreneurs will need to focus on innovation, inclusion and sustainability to maintain their growth. <http://ow.ly/FqoC50GgKVJ> #BDCsbw
- The past 18 months have fast-forwarded long-term disruption. Entrepreneurs have shown resiliency, courage and a willingness to adapt to our rapidly changing environment. Discover inspiring stories <http://ow.ly/FqoC50GgKVJ> #BDCsbw

Small Business is big in Canada

- There are more than 1.2 million small and medium-sized businesses in Canada. Discover how they help fuel our economy. <http://ow.ly/TECG50GgKYA> #BDCsbw
- Infographic | With 863, 000 entrepreneurs, small business is big in Canada! <http://ow.ly/TECG50GgKYA> #BDCsbw
- DYK? 9 in 10 Canadians in the private sector work in an SME. Check out the infographic <http://ow.ly/TECG50GgKYA> #BDCsbw

LinkedIn

- During BDC Small Business Week – Oct 17-23, let's join together to discuss the opportunities that lie ahead for Canadian #entrepreneurs. <http://ow.ly/zOY650GgKEc> #BDCsbw



- Seizing the opportunity to build the way forward. Take part in #BDCsbw October 17-23, check out the events <http://ow.ly/zOY650GgKEc> #BDCsbw
- I'm proud to contribute to the success of Canadian #entrepreneurs! Join me during BDC Small Business Week – Oct 17-23 to celebrate their courage and innovation. Check out the events <http://ow.ly/zOY650GgKEc> #BDCsbw
- During BDC Small Business Week - Oct 17-23, let's celebrate the exceptional talent, drive and passion of #entrepreneurs! See all the events <http://ow.ly/zOY650GgKEc> #BDCsbw

Inspiring Entrepreneurs Stories

- Discover the unique journey of Canadian #entrepreneurs through their stories that show their ambitions, their engagement and the challenges they have to face. <http://ow.ly/7blp50GgKWn> #BDCsbw
- Canadian #entrepreneurs will need to focus on innovation, inclusion and sustainability to maintain their growth. <http://ow.ly/7blp50GgKWn> #BDCsbw
- The past 18 months have fast-forwarded long-term disruption. #Entrepreneurs have shown resiliency, courage and a willingness to adapt to our rapidly changing environment. Discover inspiring stories <http://ow.ly/7blp50GgKWn> #BDCsbw

Small Business is big in Canada

- There are more than 1.2 million small and medium-sized businesses in Canada. Discover how they help fuel our economy. <http://ow.ly/ENB750GgKZI> #BDCsbw
- Infographic | With 863, 000 #entrepreneurs, small business is big in Canada! <http://ow.ly/ENB750GgKZI> #BDCsbw
- DYK? 9 in 10 Canadians in the private sector work in an SME. Check out the infographic <http://ow.ly/ENB750GgKZI> #BDCsbw

Twitter

- During BDC Small Business Week – Oct 17-23, let's join together to discuss the opportunities that lie ahead for Canadian #entrepreneurs. <http://ow.ly/A2rd50GgKEw> #BDCsbw
- Seizing the opportunity to build the way forward. Take part in #BDCsbw October 17-23, check out the events <http://ow.ly/A2rd50GgKEw> #BDCsbw
- I'm proud to contribute to the success of Canadian #entrepreneurs! Join me during BDC Small Business Week – Oct 17-23 to celebrate their courage and innovation. Check out the events <http://ow.ly/A2rd50GgKEw> #BDCsbw
- During BDC Small Business Week - Oct 17-23, let's celebrate the exceptional talent, drive and passion of #entrepreneurs! See all the events <http://ow.ly/A2rd50GgKEw> #BDCsbw



Inspiring Entrepreneurs Stories

- Discover the unique journey of Canadian #entrepreneurs through their stories that show their ambitions, their engagement and the challenges they have to face. <http://ow.ly/HDsU50GgKXi> #BDCsbw
- Canadian #entrepreneurs will need to focus on innovation, inclusion and sustainability to maintain their growth. <http://ow.ly/HDsU50GgKXi> #BDCsbw
- The past 18 months have fast-forwarded long-term disruption. #Entrepreneurs have shown resiliency, courage and a willingness to adapt to our rapidly changing environment. Discover inspiring stories <http://ow.ly/HDsU50GgKXi> #BDCsbw

Small Business is big in Canada

- There are more than 1.2 million small and medium-sized businesses in Canada. Discover how they help fuel our economy. <http://ow.ly/JBv550GgL07> #BDCsbw
- Infographic | With 863, 000 #entrepreneurs, small business is big in Canada! <http://ow.ly/JBv550GgL07> #BDCsbw
- DYK? 9 in 10 Canadians in the private sector work in an SME. Check out the infographic <http://ow.ly/JBv550GgL07> #BDCsbw

The background is a solid red color with two large, white, abstract geometric shapes. One shape is in the top-left corner, and the other is in the bottom-left corner. Both shapes have a rounded, curved edge. The text is centered in the lower-right area of the red field.

**Thank you for helping
us spread the word!**