



Activation Tool Kit Guidelines and Captions

BDC Small Business Week™

October 16-22, 2022



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 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 2022 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 2022 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 banner. If you experience any problems downloading a visual, please contact us at marketing-communications@bdc.ca





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/I7rS50KJA0K>
- LinkedIn: <http://ow.ly/r35550KJA8H>
- Twitter: <http://ow.ly/jb0y50KJAaS>
- Instagram: <http://ow.ly/HVf750KJARh>

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. 16-22, let's join together to discuss what it takes to build a high-performing, sustainable and inclusive business. <http://ow.ly/I7rS50KJA0K> #BDCsbw
- 🗨️ Dare to do things differently: Power up your growth! Take part in #BDCsbw October 16-22. Check out the events <http://ow.ly/I7rS50KJA0K> #BDCsbw
- I'm proud to contribute to the success of Canadian entrepreneurs! Join me during BDC Small Business Week – Oct. 16-22 to celebrate Canada's dreamers and doers. Check out all the events → <http://ow.ly/I7rS50KJA0K> #BDCsbw
- Every year, close to 10,000 entrepreneurs gather to learn, network and celebrate Canada's dreamers and doers. Take part of BDC Small Business Week – Oct 16-22 <http://ow.ly/I7rS50KJA0K> #BDCsbw
- During BDC Small Business Week - Oct. 16-22, let's celebrate the exceptional talent, drive and passion of entrepreneurs! See all the events <http://ow.ly/I7rS50KJA0K> #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/PHhM50KOhfR> #BDCsbw
- Infographic | With 746,300 entrepreneurs, small business is big in Canada! <http://ow.ly/PHhM50KOhfR> #BDCsbw
- DYK? On average 8,413 new businesses were created annually between 2014 and 2018. Check out the infographic for more <http://ow.ly/PHhM50KOhfR> #BDCsbw

LinkedIn

- During BDC Small Business Week – Oct. 16-22, let's join together to discuss what it takes to build a high-performing, sustainable and inclusive business. <http://ow.ly/r35550KJA8H> #BDCsbw
- 🗨️ Dare to do things differently: Power up your growth! Take part in #BDCsbw October 16-22. Check out the events <http://ow.ly/r35550KJA8H> #BDCsbw
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- 📍 During BDC Small Business Week - Oct. 16-22, let's celebrate the exceptional talent, drive and passion of entrepreneurs! See all the events <http://ow.ly/r35550KJA8H> #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 country's economic spirit! <http://ow.ly/RBOu50KOhI2> #BDCsbw
- Infographic | With 746,300 #entrepreneurs, small business is big in Canada! <http://ow.ly/RBOu50KOhI2> #BDCsbw
- DYK? On average 8,413 new businesses were created annually between 2014 and 2018. Check out the infographic for more <http://ow.ly/RBOu50KOhI2> #BDCsbw

Twitter

- During BDC Small Business Week – Oct. 16-22, let's join together to discuss what it takes to build a high-performing, sustainable and inclusive business. <http://ow.ly/jb0y50KJAaS> #BDCsbw
- 📍 Dare to do things differently: Power up your growth! Take part in #BDCsbw October 16-22. Check out the events <http://ow.ly/jb0y50KJAaS> #BDCsbw
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- DYK? On average 8,413 new #businesses were created annually between 2014 and 2018. Check out the infographic for more <http://ow.ly/77fo50KOhIX> #BDCsbw

The background is a solid red color with two large, white, abstract geometric shapes. One shape is a rounded rectangle in the top right corner, and the other is a larger shape on the left side, resembling a stylized arrow or a large 'L' shape with rounded corners.

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

**Happy BDC Small
Business Week!**