SBAM Small Business Saturday 2026 Social Media Toolkit

Nov 17, 2026

How to use this toolkit

This toolkit gives Michigan small businesses and shoppers everything they need to post about Small Business Saturday® on **November 28, 2026** and keep the momentum going through the holidays: ready-made graphics, copy-and-paste captions, a posting calendar and an editable Canva template.

There are two sets, one for each audience:

Set	Who it's for	The message
Set A: Business owners	Small business owners, managers and staff	"Shop small with me." Invite customers in, share your story, thank your community.
Set B: Shoppers	Customers, community members, local leaders	"Here's where I'm shopping small." Shout out a favorite business and invite friends to share theirs.

Color key: blue is for business owners and orange is for shoppers, throughout this guide.

Quick start (about 10 minutes):

1. Pick your set (A or B).
2. Download the graphic in the size that fits where you're posting (see the size guide below).
3. Copy a caption and fill in anything in [brackets], like your business name or a favorite shop.
4. Add the hashtags, tag the business (and SBAM), and post.
5. Use the posting calendar to keep it going from now through New Year's.

Want your own business name, logo or photo on the graphics? Use the Canva template (instructions in "Customizing in Canva" below). Anything in [brackets] in this toolkit is meant to be replaced before posting.

Posting calendar

Post at least three times: once before Small Business Saturday, once on the day, and once after. The calendar below is the fuller version for anyone who wants to keep going through New Year's. Caption codes (A1, B2 and so on) match the caption sections below.

When	Moment	Business owners (Set A)	Shoppers (Set B)
Nov 18 to 25	Countdown	A1 "Mark your calendar" + Hero	B1 "My favorite is ___" fill-in

When	Moment	Business owners (Set A)	Shoppers (Set B)
		graphic	graphic
Wed, Nov 25	3 days out	A2 "What to expect Saturday" (hours, specials)	Share a business's post to your Story
Fri, Nov 27	Black Friday	A3 "Skip the mall" + Nov 28 graphic	B2 "My Saturday plan"
Sat, Nov 28	**Small Business Saturday**	A4 "We're open" + Shop Small With Me graphic; Stories all day	B3 "Out shopping small today" + Story template with the Add Yours sticker
Sun, Nov 29	Thank-you	A5 "Thank you" post	B4 "Here's what I found" haul post
Mon, Nov 30	Cyber Monday	A6 "Shop us online / gift cards"	B5 "Online, but local"
Dec 1 to 20	Holiday shopping	A7 Gift ideas, gift cards, last-minute shopping	B6 Gift guide; B7 dine small
Dec 21 to 24	Last minute	A7 Gift card push	B7 "Gift cards from local shops"
Dec 26 to 31	Year-round	A8 + "One day / year-round" graphic	B8 "My 2027 resolution: shop small"

Key 2026 dates: *Thanksgiving is Thursday, Nov 26; Black Friday is Nov 27; Small Business Saturday is Nov 28; Cyber Monday is Nov 30; Giving Tuesday is Dec 1.*

Graphics and sizes

The ready-to-post graphics (G1, G2, G4 and G5) come in three sizes: square, portrait and landscape. The customizable graphics in the Canva template are square, with Story versions of G3, G9 and G11; G7 is Story only. Canva Pro users can make other sizes with Canva's Resize tool. When in doubt, use the **portrait (4:5)** version for Instagram and Facebook feeds and the **square** for everything else.

Size guide

Format	Pixels	Best for
Portrait (4:5)	1080 × 1350	Instagram feed, Facebook feed. Takes up the most room in the scroll.
Square (1:1)	1080 × 1080	Instagram, Facebook, LinkedIn, X, Threads, Google Business Profile. Works almost everywhere.
Story (9:16)	1080 × 1920	Instagram and Facebook Stories, Reels covers, TikTok. Keep text out of the top and bottom 250 px, where

Format	Pixels	Best for
		buttons cover it.
Landscape (1.91:1)	1200 × 630	LinkedIn, X, Facebook link posts, email newsletters, website banners.

LinkedIn crops images taller than 4:5, so don't upload the Story size there (Sked Social). Instagram now also supports a 3:4 (1080 × 1440) post that fills the profile grid, but 4:5 remains the safest choice across platforms.

The graphics

Code	Set	Headline on the graphic	Use it for
G1 Hero	A + B	Small Business. Big Impact. Shop Small this holiday season.	Countdown, general awareness
G2 Date	A + B	Small Business Saturday®, November 28. Shop small, dine small and support small this holiday season. Shop · Dine · Support.	Nov 25 to 28
G3 Shop Small With Me	A	Shop Small With Me. Proud Michigan Small Business. [Your business name]	Owners on the day and all season; customizable in Canva
G4 Impact stat	A + B	Every $1 spent at a local Michigan business generates 78¢ more for our economy.	Any time; pairs with "why it matters" captions
G5 Year-round	A + B	Small Business Saturday is one day. Supporting small business is a year-round choice.	Nov 29 onward
G6 My Favorite	B	I'm shopping small this holiday season. One of my favorite Michigan small businesses is _____.	Shoppers fill in the blank (Canva or Story text)
G7 Story: Where are you shopping small?	B	Where are you shopping small? + space for a photo and a business tag	Instagram/Facebook Stories on Nov 28
G8 Thank You	A	Thank you for shopping small.	Owners, Nov 29
G9 We're Open	A	We're open Saturday, Nov. 28. [Hours] [Special, event or giveaway] [Address or website]	Nov 25 to 28, with captions A2 and A4
G10 Gift	A	Give the gift of local. Gift card with [Your Business	Cyber Monday through

Code	Set	Headline on the graphic	Use it for
Cards		Name]. Available [in store / online].	Dec 24, with captions A6 and A7
G11 I Shopped Small Today	B	I shopped small today! at @[Business name]	Nov 28 and 29, with captions B3 and B4
G12 My Gift Guide	B	My Michigan small business holiday gift guide, with three fill-in picks	December, with caption B6

File names in the download folder include the graphic and the size (for example, `G1_Hero_-_Portrait_1080x1350.png`), so it's easy to grab the right one.

Captions for business owners (Set A)

SET A · FOR BUSINESS OWNERS: post these from your business's own accounts

Each caption has a full version for Instagram and Facebook and a short version for X, Threads or a Story. Swap anything in [brackets] for your own details. Captions that sound like *you* do better than polished ones, so change the wording freely; a real photo of your shop, team or products will usually outperform a graphic alone.

A1. Countdown (Nov 18 to 25), with G1 or G2

> *Small Business Saturday® is November 28, and we'd love to see you. When you shop with us, you're supporting [number] local jobs, [a family / a dream / our team] and the [town] community we call home. Mark your calendar, bring a friend, and come see what's new. [Saturday hours / special / event] #ShopSmall #SmallBusinessSaturday #MichiganSmallBusiness #SmallBizBigImpactMI*

Short: *Small Business Saturday is Nov 28. We'll be here with [special/event]. Come shop small with us in [town]! #ShopSmall #MichiganSmallBusiness #SmallBizBigImpactMI*

A2. What to expect Saturday (Nov 25)

> *Here's the plan for Small Business Saturday, Nov 28: • Hours: [hours] • [Special, giveaway or first-50-customers offer] • [Event, treats, a local guest] Can't make it in? [Shop online at link / call ahead / grab a gift card]. See you Saturday!*

A3. Black Friday (Nov 27), with G2

> *Big-box deals are everywhere today. Tomorrow, make your holiday shopping count closer to home. Every purchase at a Michigan small business supports the people who live, work and volunteer in your community. We'll be open [hours] on Small Business Saturday. #ShopSmall #SmallBusinessSaturday #SmallBizBigImpactMI*

A4. The day (Nov 28), with G3 Shop Small With Me

> *It's Small Business Saturday! We're open [hours] at [address]. [Business name] started [year/story in one line: "in my garage with one oven"]. Today we're [proud to employ X neighbors / celebrating Y years]. Stop in, say hi, and tag us in your photos! #ShopSmall #SmallBusinessSaturday #MichiganSmallBusiness #SmallBizBigImpactMI*

Short: *We're open and the coffee's on. Come shop small with us today until [time] in [town]!*

Story tip: post 3 to 5 Stories through the day (opening, a busy moment, a favorite product, a thank-you at close) and reshare every customer post that tags you.

A5. Thank you (Nov 29), with G8

> *Thank you, [town]. Yesterday you showed up for small business in a big way, and we felt it. Every visit, purchase and kind word matters to our team. We're here all season (and all year) whenever you need us.*

A6. Cyber Monday (Nov 30)

> *Shopping online today? Shop local online. Our [website / gift cards / call-in orders] are open, and your order supports a Michigan business instead of a warehouse halfway across the country. [link]*

A7. Holiday gifts and gift cards (December)

> *Still checking names off your list? [Business name] gift cards are the easiest gift in [town]: no shipping, no wrong sizes, and the money stays right here. Available [in store / online at link]. #ShopSmall #MichiganSmallBusiness #SmallBizBigImpactMI*

Last-minute variation: *Shipping deadlines passed? We haven't. Gift cards, [products] and gift wrap ready today until [time].*

A8. Year-round (Dec 26 to 31), with G5

> *Small Business Saturday is one day. Supporting small business is a year-round choice. Thank you for choosing [business name] this holiday season. Here's to seeing you in 2027! #ShopSmall #MichiganSmallBusiness #SmallBizBigImpactMI*

LinkedIn version (owners and leaders), with G1 or G4

> *Michigan is home to 983,079 small businesses, 99.6% of all businesses in the state, and together they employ 1.9 million people. [Business name] is proud to be one of them. This Small Business Saturday® (Nov 28), I'm asking my network to make at least one holiday purchase from a Michigan small business, whether that's us or the shop down the street. Who's your favorite? Tag them below. #SmallBusinessSaturday #MichiganSmallBusiness #SmallBizBigImpactMI*

Captions for shoppers (Set B)

SET B · FOR SHOPPERS: share these from your personal accounts

The goal of Set B is simple: get people to name a real business and tag it. A tag puts that business in front of the poster's friends, which is worth more to a small shop than a generic "shop small" message. Every caption below asks the poster to **tag the business** and **invite a friend to share theirs.**

B1. My favorite (Nov 18 onward), with G6

> *I'm shopping small this holiday season. One of my favorite Michigan small businesses is @[business] because [they know my order / every gift there is one of a kind / they sponsor my kid's team]. Where are you shopping small? Tell me in the comments. #ShopSmall #SmallBusinessSaturday #MichiganSmallBusiness #SmallBizBigImpactMI*

Short: *My favorite Michigan small business? @[business]. Yours? #ShopSmall #MichiganSmallBusiness #SmallBizBigImpactMI*

B2. My Saturday plan (Nov 27)

> *Tomorrow is Small Business Saturday®! My plan: coffee at @[café], gifts at @[shop], lunch at @[restaurant]. Who's coming with me? Drop your must-visit spot below.*

B3. On the day (Nov 28), with G7 Story template

> *Out shopping small today at @[business] in [town]! Every dollar spent here supports our neighbors and our community. Where are you shopping small? #ShopSmall #SmallBusinessSaturday #MichiganSmallBusiness #SmallBizBigImpactMI*

Story tip: use G7 with Instagram's **Add Yours** sticker and the prompt "Where are you shopping small?" so friends can add their own photos to the chain. Always tag the business with the mention sticker so they can reshare it.

B4. Here's what I found (Nov 29)

> *Small Business Saturday haul: [item] from @[business], [item] from @[business] and the best [food/drink] at @[business]. Every one is a Michigan small business. Go see them before the holiday rush!*

B5. Online, but local (Nov 30)

> *Cyber Monday tip: lots of Michigan small businesses sell online too. I ordered [item] from @[business] and it's coming from [town], not a warehouse across the country. Who else has a local shop with a great website?*

B6. Gift guide (December)

> *My Michigan small business gift guide: For the [foodie]: @[business] For the [kids]: @[business] For the [person who has everything]: a gift card to @[business] Add your favorites in the comments and let's build the list together. #ShopSmall #MichiganSmallBusiness #SmallBizBigImpactMI*

B7. Dine small / gift cards (December)

> *Holiday plans this week: [dinner/brunch] at @[restaurant] with [friends/family]. Bonus: their gift cards are my go-to last-minute gift. Support the local spots that make [town] feel like home. #ShopSmall #MichiganSmallBusiness #SmallBizBigImpactMI*

B8. Year-round (Dec 26 to 31), with G5

> *My 2027 resolution: keep shopping small. Small Business Saturday is one day, but supporting @[business], @[business] and @[business] is a year-round choice. Who's in? #ShopSmall #MichiganSmallBusiness #SmallBizBigImpactMI*

Reviews count too. Encourage shoppers to leave a quick Google or Facebook review after they visit. It costs nothing and helps a small business long after the holidays.

Hashtags, tagging and alt text

Hashtags. Use 3 to 5, and always include #SmallBizBigImpactMI, the campaign's own hashtag. It's how SBAM finds your post to reshare it. More than that looks spammy and doesn't help reach.

Hashtag	Why
#ShopSmall	The national movement; widest reach
#SmallBusinessSaturday	Peaks Nov 25 to 29
#MichiganSmallBusiness	Keeps it local and statewide
#[YourTown]SmallBusiness or #Shop[YourTown]	Local discovery, e.g. #ShopLansing
#SmallBizBigImpactMI	The campaign's own tag. Use it on every post so SBAM can find and reshare it.

Tag, tag, tag. Tagging is the single most useful thing in this toolkit. Shoppers should tag the business (a post with no tag helps no one in particular). Businesses should tag their town, downtown association or chamber, and SBAM using the handles below, so we can reshare. On Instagram, add a location tag too.

- **Facebook:** @SmallBusinessAssociationofMichigan
- **Instagram:** @smallbusinessassocofmichigan
- **LinkedIn:** Small Business Association of Michigan (type @ and start typing the name, then pick the page from the list)
- **X:** @SBAM

Alt text. Add alt text so people using screen readers get the message. On Instagram, it's under Advanced settings > Write alt text; on Facebook, Edit > Alternative text; on LinkedIn and X, the "Alt" button on the image.

Graphic	Suggested alt text
G1 Hero	Graphic reading "Small Business. Big Impact. Shop Small this holiday season." with the Small Business Association of

Graphic	Suggested alt text
	Michigan logo.
G2 Date	Graphic reading "Small Business Saturday, November 28. Shop small, dine small and support small this holiday season."
G3 Shop Small With Me	Graphic reading "Shop Small With Me. Proud Michigan Small Business. [Your business name]."
G4 Impact stat	Graphic reading "Every $1 spent at a local Michigan business generates 78 cents more for our economy."
G5 Year-round	Graphic reading "Small Business Saturday is one day. Supporting small business is a year-round choice."
G6 My Favorite	Graphic reading "I'm shopping small this holiday season. One of my favorite Michigan small businesses is [business name]."
G7 Story	Story graphic asking "Where are you shopping small?" with a photo of [describe your photo].
G8 Thank You	Graphic reading "Thank you for shopping small."
G9 We're Open	Holiday graphic reading "We're open Saturday, Nov. 28" with [business name]'s hours and Small Business Saturday special.
G10 Gift Cards	Holiday graphic reading "Give the gift of local" with a red gift card for [business name].
G11 I Shopped Small Today	Holiday graphic with wrapped gifts reading "I shopped small today at [business name]."
G12 My Gift Guide	Holiday gift guide graphic listing three Michigan small businesses: [business 1], [business 2] and [business 3].

Customizing in Canva

The Canva template lets you put your own business name, logo or photo on the graphics in a few minutes, with a free Canva account.

1. Open the template link: **SBAM Small Business Saturday 2026 Canva template**.
2. Click **Use template**. This makes your own copy; the original stays untouched for everyone else.
3. Click any text in [brackets] and type over it.
4. To add your logo, click **Uploads > Upload files**, drag your logo onto the page, size it to sit where the "Your logo here" box is, then delete the box.
5. To use your own photo, upload it, drag it onto the page and size it to cover the photo placeholder, then delete the placeholder.

6. Click **Share > Download**, choose **PNG**, and select the pages (sizes) you want.

Please keep: the SBAM logo as is (no stretching, recoloring or moving it), the campaign colors and the "Small Business. Big Impact." line. Everything else is yours to change.

Not a Canva user? G1, G2, G4 and G5 are in the download folder as ready-to-post PNGs in all three sizes, with nothing to fill in.

Posting tips

- **Real photos win.** A photo of your storefront, your team or a customer (with permission) will usually beat any graphic. Use the graphics alongside your own photos, or as the second slide in a carousel.
- **Video is even better.** A 15-second Reel walking through the shop on Saturday morning is easy and gets shown to people who don't follow you yet.
- **Update your Google Business Profile.** Confirm your Saturday hours and add a post with the square graphic; many shoppers check Google before they leave the house.
- **Reshare generously.** If a customer tags you, reshare it to your Story and thank them by name.
- **Pin it.** Pin your Small Business Saturday post to the top of your Facebook page and Instagram grid from Nov 25 to 29.
- **Don't forget email.** The landscape graphic works as a header for a quick customer email or newsletter.

Fast facts

Drop any of these into a caption to explain why shopping small matters. Please use them as written; each is tied to its source.

Fact	Source
Michigan is home to 983,079 small businesses, 99.6% of all businesses in the state.	SBA Office of Advocacy, 2025 Small Business Profiles
Michigan small businesses employ 1.9 million people.	SBA Office of Advocacy, 2025 Small Business Profiles (as above)
Every $1 spent at a local Michigan establishment generates another $0.78 in economic output.	Michigan Retailers Association, Buy Nearby Study 2026
Shifting 10% of out-of-state and online purchases to local Michigan retailers could generate $1.7 billion in economic output and more than 14,000 jobs.	Michigan Retailers Association, Buy Nearby Study 2026
Small Business Saturday was founded by American Express in 2010 and has been cosponsored by the U.S. Small Business Administration since 2011.	American Express

Using the Small Business Saturday name

Shop Small® and Small Business Saturday® are registered trademarks of American Express (Amex marketing guide). American Express encourages small businesses to use them, and its guidelines ask for initial caps (Shop Small, Small Business Saturday) and the ® symbol on first mention. The graphics in this toolkit follow that. Hashtags don't need the symbol. Please don't add the American Express logo to your own designs; Amex offers its own free, approved materials for businesses at americanexpress.com/promoteyourbusiness.

The U.S. Small Business Administration also provides 2026 Small Business Saturday graphics and resources for business owners at sba.gov.

Questions about this toolkit? Contact the Small Business Association of Michigan at sbam.org.