#OpenForBusiness is a promotional initiative supporting local businesses across the country. Safety and the health of business owners, their staff, and consumers is priority.

Share on social media how you are safely open for business using the hashtag #OpenForBusiness and Sacramento Magazine will reshare your posts. Let everyone know you are Open For Business.

**HOW DOES IT WORK?**

It’s simple! Just post, use the hashtag #OpenForBusiness, and tag Sacramento Magazine.

- @SacramentoMagazine
- @sacmag

**SOCIAL MEDIA STATS**

Resharing allows your post to reach our audiences. Here are our growing social media stats:

- 65,700 followers
- 20,750 followers
- 21,800 followers

**WHAT TO POST?**

We want to hear the story of your business. Here are some ideas of how to tell it.

**How can people support you right now?**
- Shop online and pick up at your store
- Curbside pickup at your restaurant
- Make an appointment to meet with an associate

**What are your best practices for reopening safely and smartly?**
- Encouraging social distancing and face masks
- Cleaning and sanitizing surfaces
- Limiting the number of customers inside your business
**HOW TO POST?**

**Step 1: Start with an image or video**
- Photos of your store, merchandise, food, or staff are great reminders of why people love (and miss) your business
- Explain your safety measures or ordering process
- Use videos to tell your story in an engaging way and show the faces behind your brand.

**Step 2: Create a caption—try one of these**
- Welcome back! We’re #OpenForBusiness starting June 1. We’re excited to serve the community again and want you to know that your safety is our top priority. Here are all the measures we’re taking:
- We’re partnering with @SacMag to let you know we’re #OpenForBusiness via curbside pickup! Here’s how to order:
- We’ve missed you! We’re looking forward to seeing you in our store on June 1. Below are all the ways we’re making it safe to shop with us. #OpenForBusiness @sacmag (Twitter/Instagram) and @SacramentoMagazine (Facebook).

---

**EXAMPLES FROM OTHER CITIES:**

- **@shopshellesa**
  - Follow
  - Westport, Connecticut
  - 309 likes
  - shopshellesa We are sooo happy to see your masked faces!!! First day success! 😊
  - #shopshellesa #shellesa #shoplocal #supportsmallbusiness #thebargirls #reopening #backtoschool #newnormal #week10
  - #shopshellesa #back2school #socialdistancing

- **@hilffamilyestate**
  - Follow
  - #HilffamilyEstate
  - 337 likes
  - Hillfamily_estate **BREAKING NEWS** After 67 days of being closed, we are finally able to reopen!
  - Our retail sales only! Our modified hours will be 10:30am to 4:30pm Tuesday through Saturday. Guests are welcome to stop by for bottle and retail purchases, but we are unable to host in-store tastings. We will be sure to keep everyone updated on when we are fully operational.

- **@birchcoffee**
  - Follow
  - Birch Coffee
  - 666 likes
  - birchcoffee *******BIG NEWS******* Happy Friday! We are very excited to announce that we will be re-opening our 6th St. location at 8 am on Tuesday morning 5/26. Here are some important things to note:
  - 1. We will be offering pick up only. As much as we want to hang out with you, we'll need you to place your order in advance so that when you swing by the store, it will be waiting for you to grab it!