**Social Media Posts**

**How to Use:**

(1) Copy and paste one of the posts below into your Facebook, Twitter, Instagram, or LinkedIn page.

(2) Add a hyperlink to your library’s website or product access point. Shorten your link with [Bitly](http://bit.ly), if needed.

(3) Download a *Gale Business: Plan Builder* Facebook, Twitter, Instagram, or LinkedIn social media image to include with the corresponding post.

(4) Upload your selected social media image along with your post.

(5) Please ensure that you’re using an image that corresponds with the platform (example: use a Facebook image when you’re posting on Facebook).

(6) Save and submit your post.

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|  | **POST COPY/TEXT** FOR FACEBOOK, TWITTER |  |
| 1 | Whether you’re a startup or a seasoned business owner, *Gale Business: Plan Builder* offers step-by-step planning support. Access it now at <link to your library’s access> | Image 4  Image 5 |
| 2 | *Gale Business: Plan Builder* walks you through five essential stages of business planning. Access now! <link to your library’s access> | Image 4  Image 5 |
| 3 | Do you think business planning is complicated?Let *Gale Business: Plan Builder* walk you through each step in the business development life cycle. Access at <link to your library’s access> | Image 4  Image 5 |
| 4 | Need help creating a business plan? You’ve got it! *Gale Business: Plan Builder* offers tools and step-by-step guidance. Access it now at <link to your library’s access> | Image 4  Image 5 |
| 5 | Embrace your entrepreneurial spirit. *Gale Business: Plan Builder* can show you how to get started. Access this planning tool now at <link to your library’s access> | Image 4  Image 5 |
|  | **POST COPY/TEXT** FOR FACEBOOK, TWITTER, LINKEDIN | **Image #** |
| 1 | Improve your chance of success! *Gale Business: Plan Builder* helps you collaborate with a local business mentor. <link to your library’s access> | Image 1  Image 2 |
| 2 | *Gale Business: Plan Builder*helps entrepreneurs learn if they’re ready to start their dream business. <link to your library’s access> | Image 1  Image 2  Image 3 |
| 3 | Like a crystal ball. See when your new business will break even and become profitable, with *Gale Business: Plan Builder*. <link to your library’s access> | Image 1  Image 3 |
| 4 | Create your business plan. Exec summary, lean & full biz plans, and strategic marketing plans. *Gale Business: Plan Builder*. <link to your library’s access> | Image 1  Image 2  Image 3 |
| 5 | Develop a business plan that will wow investors & lenders, with do-it-yourself tools in *Gale Business: Plan Builder*. <link to your library’s access> | Image 1  Image 3 |
| 6 | Forecast your new business’s finances (incl. capital expenditures, sales, equity, taxes, inventory & more), with *Gale Business: Plan Builder*. <link to your library’s access> | Image 1  Image 2 |
| 7 | Manage a nonprofit? Find tools like Mission Canvas, bylaws templates & pitch decks in *Gale Business: Plan Builder*. <link to your library’s access> | Image 2  Image 3 |
| 8 | *Gale Business: Plan Builder* has free access to do-it-yourself planning tools—start, manage & optimize your business. <link to your library’s access> | Image 1  Image 2  Image 3 |
| 9 | Get that loan. Order that equipment. Open that new facility. *Gale Business: Plan Builder* offers guidance on how to gain access to capital and grow your business. <link to your library’s access> | Image 1  Image 2  Image 3 |
|  | **POST COPY/TEXT** FOR INSTAGRAM | **Image #** |
| 1 | Set up an account in Gale Business: Plan Builder and access the online dashboard for step-by-step guidance.  <we suggest adding a temporary link in your bio for easy access> | Image 1 |
| 2 | Find the planning tools you need to start your new venture, in Gale Business: Plan Builder. <we suggest adding a temporary link in your bio for easy access> | Image 2 |
| 3 | Access free tools and templates to develop a business plan and other key documents. Gale Business: Plan Builder makes it easy. <we suggest adding a temporary link in your bio for easy access> | Image 3 |