

AFRICAN AMERICAN CHAMBER OF
COMMERCE



**AFRICAN-AMERICAN
CHAMBER OF COMMERCE**

Pennsylvania ♦ New Jersey ♦ Delaware

INVEST IN BLACK PHILLY TOOLKIT

Black Business Owner Guide
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ABOUT INVEST IN BLACK PHILLY

Our Mission and Vision

Preserve, promote and prioritize our Black-owned businesses and precious institutions through intentional actions.

OUR VISION

Taking responsibility and ownership of black businesses' growth will expand the reach and presence of businesses throughout the region.

USING THE TOOLKIT

There are plenty of ways to get involved with the initiative, and this toolkit is designed to make it as easy as possible for you to do that.

Here's a quick look at what you can do. Just page through the deck for more details on any of the options listed here:

1

Identify yourself as a Black-owned business on Google, and make sure you're on our website list, found [here](#).

2

Post about #BuildBackBlack and #BuyBlackPhilly on your social platforms when posting about your work!


3

Share and tag your fellow Black-owned stores and businesses using the hashtags #BuildBackBlack and #BuyBlackPhilly

4

Connect with the African American Chamber of Commerce.

1. HOW TO IDENTIFY YOURSELF AS A BLACK-OWNED BUSINESS ON GOOGLE.

- Sign in to your Google Merchant account.
 - Don't have a Google Merchant account? [Go here and sign up!](#)
- Click the tools  icon in the top right corner of Merchant Center.
- Navigate to the "Business information" page.
- On the "About your business" tab, scroll down to the "Business identity attributes" section.
- Click the toggle button next to the appropriate identity attribute to turn it on or off.
- Check the box next to "Include my business in promotions for..." if you'd like your business and products to potentially appear on pages featuring the selected identity attributes.
 - Note: If you don't select this option, your business will still be identified with the selected identity attributes on the product description pages on the "Shopping" tab.

You can toggle your business identity attributes, and opt-in and out of promotions involving a business identity attribute, at any time. Keep in mind that it can take some time for any changes you make to be reflected on your product description pages on the "Shopping" tab.

2. POST ABOUT #BUILDINGBACKBLACK AND #PRIORITIZEPROMOTEPRESERVE. ON YOUR SOCIAL PLATFORMS.

Consider using one of these pre-made tweets or posts, photos included, or write your own!

Let's elevate and promote Black businesses in Philadelphia! Join me #BuildBackBlack and shop local and Black-owned. #BuyBlackPhilly

It's more important than ever to shop local, Black-owned, and small businesses. The heart of Philadelphia is the community – let's contribute. #BuildBackBlack #BuyBlackPhilly

It's more important than ever to shop local, Black-owned, and small businesses. The heart of Philadelphia is the community – let's contribute. #BuildBackBlack #BuyBlackPhilly

The African American Chamber of Commerce has launched a new campaign – Invest in Black Philly! Preserve, Promote, and Prioritize Black-owned businesses in the city of Philadelphia! #BuildBackBlack #BuyBlackPhilly

3. SHARE AND TAG YOUR FELLOW BLACK-OWNED STORES AND BUSINESSES USING THE HASHTAGS #BUILDINGBACKBLACK AND #PRIORITIZEPROMOTEPRESERVE.

When shopping at another Black-owned store, post a photo of the store, sale, yourself, or the product you bought and include the hashtags above. Encourage your followers and community to shop at the store as well! Be sure to be courteous of the shop – use their hashtags and tag them in the post so that they are easy to connect with for other consumers.

GRAPHICS AND PHOTOS - LOGOS



With Color

Transparent

PHOTOS AND VIDEOS FOR SOCIAL MEDIA



[Twitter](#)

[Instagram](#)

[Facebook](#)



*Please note that your intended platform requires the correct size of photo or video. Find them all in the links above.

OUR SOCIAL PLATFORMS



Twitter



Facebook



Instagram

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