

AFRICAN AMERICAN CHAMBER OF  
COMMERCE



**AFRICAN-AMERICAN  
CHAMBER OF COMMERCE**

Pennsylvania ♦ New Jersey ♦ Delaware

# INVEST IN BLACK PHILLY TOOLKIT

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# ABOUT INVEST IN BLACK PHILLY

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## 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

Use the #InvestinBlackPhilly and #PhillyBlackBusiness hashtags whenever you post about Black businesses that you shop at.

2

Post about #InvestinBlackPhilly and #PhillyBlackBusiness on your social platforms.

3

Share and tag your favorite Black-owned stores and businesses using the hashtags #InvestinBlackPhilly and #PhillyBlackBusiness

4

Connect with the African American Chamber of Commerce and join the Invest in Black Philly Facebook and LinkedIn pages.

# 1. USE THE #INVESTINBLACKPHILLY AND #PHILLYBLACKBUSINESS HASHTAGS WHENEVER YOU POST ABOUT BLACK BUSINESSES THAT YOU SHOP AT.

Use #InvestinBlackPhilly and #PhillyBlackBusiness in your posts to encourage visitors and locals to share photos of themselves shopping at a Black-owned store. We'll amplify your post on our highly trafficked social media accounts.

Use #InvestinBlackPhilly and #PhillyBlackBusiness when you share promotions, deals, and specials from Black-owned businesses to help amplify and aggregate great news.

## 2. POST ABOUT #BUILDINGBACKBLACK AND #PRESERVEPROMOTEPRIORITIZE. 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. #InvestinBlackPhilly and #PhillyBlackBusiness

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

It's more important than ever to shop local, Black-owned, and small businesses. #InvestinBlackPhilly and #PhillyBlackBusiness

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! #InvestinBlackPhilly and #PhillyBlackBusiness

### **3. SHARE AND TAG YOUR FAVORITE BLACK-OWNED STORES AND BUSINESSES USING THE HASHTAGS #INVESTINBLACKPHILLY AND #PHILLYBLACKBUSINESS**

When shopping at your favorite 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

# CONTACT US

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