

Social Media Toolkit: Choose Minnesota Campaign

For Minnesota Businesses Use

Purpose

The “Choose Minnesota” campaign encourages Minnesotans to intentionally support local businesses. This toolkit helps your business participate by sharing campaign graphics, sample posts, and suggested best practices.

What the Toolkit Provides

- How and when to use the campaign graphics
- Sample captions you can copy/paste
- Tips for increasing engagement
- Ideas to personalize the campaign for your unique business
- Key messages and tone guidance

Campaign Overview

The Choose Minnesota campaign runs mid-May to mid-June and encourages Minnesotans to support local businesses through uplifting, community-focused messages. It highlights community pride, local discovery, everyday actions, and available resources—reminding consumers that small choices to shop local strengthen Minnesota communities.

How Small Businesses Can Participate

The easiest ways to join in:

- Share the provided Choose Minnesota graphics
- Use the campaign hashtags and sample posts
- Highlight your own products, services, or stories within the framework
- Share stories of local customers, partners, or community impact
- Repost content from DEED or Explore Minnesota to extend reach

Recommended Platforms

Facebook, Instagram, LinkedIn, X (Twitter)

Posting Frequency

1–2 times per week using the provided templates, or more if desired.

Hashtags

- #ChooseMinnesota
- #ChooseMN
- #SupportLocalMN
- (Optional) Your own business or community hashtags

Sample Posts (aligned with DEED campaign week themes)

Businesses can post these any time; they do not need to follow the exact weekly order.

- Week 1 – Launch: “Choosing Minnesota starts with one small action”
 - Sample Caption A
Minnesotans show up for each other — it’s who we are.
When you choose local businesses like ours, you help keep our neighborhoods strong.
Let’s keep choosing Minnesota together.
Learn more: choosemn.com
 - Sample Caption B
Choosing Minnesota starts with one small action — shopping local.
Thanks for supporting our business and so many others across the state.
#ChooseMinnesota
- Week 2 – Discovery: “There’s more to explore right here”
 - Sample Caption A
There’s more to explore right here in Minnesota!
If you’re looking to try someplace new this week, stop by and support local.
Your visit makes a real difference.
#ChooseMN #SupportLocalMN
 - Sample Caption B
Local businesses fuel Minnesota adventures — from restaurants to boutiques to outdoor shops.
Your support keeps these experiences going.
Thanks for choosing local.
- Week 3 – Impact: “Your choices matter more than you think”
 - Sample Caption A
A single purchase can help a local business stay open another day.
Enough of us together? We keep communities thriving.
Your choices matter — more than you think.
#ChooseMinnesota
 - Sample Caption B
Your support has a big impact.
Thanks for choosing Minnesota businesses like ours — today and every day.

- Week 4 – Momentum: “Let’s keep choosing Minnesota”
 - Sample Caption A
Minnesotans accomplish so much when we support each other. Let’s keep the momentum going. Keep choosing local. Keep Minnesota strong. More ways to get involved: choosemn.com
 - Sample Caption B
Choosing Minnesota is more than a moment — it’s a commitment to community. We’re proud to be part of this state, and grateful for your support. #ChooseMN

Customization Ideas for Small Businesses

Ways to make the campaign feel personal and relevant:

- Share a photo of your staff or storefront with a Choose Minnesota graphic
- Highlight a bestselling item or service and tie it to “choosing local”
- Post a customer story (with permission)
- Mention how local support has helped your business weather a challenge
- Offer a “Choose Minnesota” day or week with a special deal or event
- Tag neighboring businesses and encourage followers to check them out

Posting Best Practices

- Always include at least one campaign hashtag.
- Tag DEED or Explore Minnesota when relevant.
- Use high-quality photos if posting your own images.
- Keep captions short, positive, and action-oriented.
- Encourage your followers to share their own local recommendations.
- If you repost from DEED or Explore Minnesota, credit/mention those pages.

Campaign Graphics

You may share any of the provided campaign graphics on your business channels. Use them as-is, or pair them with the sample captions above.