



## Social Media User Guide

Thank you for registering your organization as a Resource Partner with BizLink Orange. Below you will find a list of available assets (video and photo) to use as we all help launch this powerful tool for our region.

### Creating posts:

*The most important aspect of posts regarding this tool is to push users to the website itself, so we want to ensure all traffic points to [BizLinkOrange.com](http://BizLinkOrange.com)*

That being said, also please tag us on the requisite channels (if applicable), using the following usernames for each respective network. If you are sharing on a network that we are not currently active on (TikTok, Instagram, etc), we have provided assets that will also work for those platforms, but again: *the most important thing regarding all posts is to please direct followers to [BizLinkOrange.com](http://BizLinkOrange.com)*

- [Twitter @BizLinkOrange](#)
- [LinkedIn @BizLinkOrange](#)
- [Facebook @BizLinkOrange](#)

### Assets:

There are currently 2 video assets (a “sizzle video” and an informative graphic video) you are able to use, as well as an “official partner graphic” you may use in your marketing materials to promote further. Please see all available [assets here](#).

**Example copy** (note depending on network the @tags may look different / load the tag differently):

- We are so thrilled to be an official resource partner of @BizLinkOrange! This powerful, new region-wide tool connects entrepreneurs to resources like us all for FREE. Powered by the @NationalEC & funded by @OrangeCoFL, check it out today: [BizLinkOrange.com](http://BizLinkOrange.com) 🍊
- Central Florida entrepreneurs can now get instant access to resources and support to start and grow their business via @BizLinkOrange, from the @NationalEC and @OrangeCoFL. Learn more and plug into this free tool right now at [BizLinkOrange.com](http://BizLinkOrange.com) 🍊
- Starting & growing your own business is tough enough! Thanks to @NationalEC & @OrangeCoFL, we're excited to share that we're an official resource partner of [BizLinkOrange.com](http://BizLinkOrange.com), the new stop for FREE tools and information for all local entrepreneurs. Check it out today! 🍊

*Please feel free to reach out with any questions! Additional assets will be developed and shared in the link above as we create them. Thank you for being a part of this launch, and let's make this tool great for Central Florida entrepreneurs!*