



20 DISTRICTS IN 20 DAYS SOCIAL MEDIA TOOLKIT

Background:

The “20 Districts in 20 Days” initiative is designed to highlight each Boston Main Street district’s unique businesses, vibrant character, and “hidden gems” to encourage holiday shoppers to shop locally and residents to explore different neighborhoods. Each day from 9:00 am - 3:00 pm, Natalia Urtubey, Director of Small Business and the Executive Director of each Main Streets district will be joined by Economic Development staff and City of Boston leadership to meet and greet business owners and residents, as well as tour small businesses and commercial districts, and provide in-person resources. Residents are welcome to join, and holiday shoppers are encouraged to share their small, local business support of the Boston Main Streets with the hashtag “#WhereTheLocalsGo.”

Links and Info:

- Social media profiles: [@Marty_Walsh](#), [@EconDevBoston](#), [@CityofBoston](#), [@BosMainStreets](#), [@BMS_Foundation](#)
- Hashtag: #20Districts20Days, #WhereTheLocalsGo, #ShopSmall, #BOSmallBiz
- [Social graphics to share](#)
- Initiative web page: boston.gov/small-business

Boston Main Street Districts

- Allston Village Main Street: [@AllstonVillagMS](#)
- Bowdoin Geneva Main Street: [@BowdoinGenMS](#)
- Brighton Main Streets: [@BrightonMainSts](#)
- Chinatown Main Street: [@ChinatownMainSt](#)
- Dudley Square Main Streets: [@DudleySquare](#)
- East Boston Main Streets: [@EBMainSt](#)
- Egleston Square Main Street: [@eglestonsq](#)
- Fields Corner Main Street: [@FieldsCornerMS](#)
- Four Corners Main Street: [@4cmainstreet](#)
- Greater Ashmont Main Street: [@GreaterAshmont](#)
- Greater Grove Hall Main Street: [@GreatrGroveHall](#)
- Three Squares Main Street: [@ThreeSquaresMS](#)
- Hyde Park Main Streets: [@HydeParkMS](#)
- JP Centre South Main Streets: [@JP_CentreSouth](#)
- Mattapan Main Street: [@MattSqMain](#)
- Mission Hill Main Streets Facebook: [Mission Hill Main Streets](#)
- Roslindale Village Main Street: [@RosMainStreet](#)
- Upham’s Corner Main Street: [@uphamscorner](#)
- Washington Gateway Main Street: [@WashGateMainSt](#)
- West Roxbury Main Streets: [@WRMS](#)



Suggested posts

We would be grateful if you would schedule tweets that fit your neighborhood!

Save the date! @MartyWalsh and @EconDevBoston will be touring @BosMainStreets throughout December for #20Districts20Days! Take a look at the schedule and join us in your local business district! #WhereTheLocalsGo [graphic]

We are looking forward to #20Districts20Days! Our team will be out exploring [day/neighborhood] to support #BOSmallBiz this holiday season! Stop by to say hello!

We want your suggestions! As we continue #20Districts20Days, we want tips for neighborhood hidden gems and residents favorites! Tweet us about #WhereTheLocalsGo

Let us know where you plan to join #20Districts20Days & support [main street handle/neighborhood]'s small businesses!

When Boston's #MainStreets thrive, we all thrive. Join the @EconDevBoston team for #20Districts20Days to support the exceptional businesses in your neighborhood!

Boston's #smallbusinesses help the city grow and thrive, and create opportunities for all residents. Join us during #20Districts20Days to explore [district's] #MainStreet businesses are directly contributing to your neighborhood's culture and economy during #MayorOnMain!

80% of money spent at #BOSmallBiz stays in the community. Check out the #20Districts20Days schedule & stop by your closest @BosMainStreet!

#Boston is home to over 40,000 small businesses - make sure to support them this holiday season by posting about your #ShopSmall activities throughout @BosMainStreets! #WhereTheLocalsGo

Local #BOSmallbiz rely on sales from the holiday shopping season all year long. #ShopLocal in @BosMainStreets!

Be a holiday hero. When you shop #WhereTheLocalsGo you create jobs, promote community development and support your local economy. @BosMainStreets

Get on the nice list. Shop in [main street district] and support your local community. #WhereTheLocalsGo

Because eggnog spoils. Shop local and get home faster. @BosMainStreets #5WhereTheLocalsGo

May your days be merry and bright - and your holiday shopping stress free. Shop #WhereTheLocalsGo. It's all right here. @BosMainStreets

Because your neighborhood bakery can help with your holiday cookie swap. We won't tell. #shopsmall