

Social Media Toolkit for Registry Members

New Jersey **Sustainable**
Business Registry

2019



THE IMPORTANCE OF SOCIAL MEDIA

Many business owners have begun to utilize Social Media sites to promote their companies. Social Media sites such as [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), [Google+](#) and [Pinterest](#) can help your business communicate its brand, its products, and engage with existing and new customers. Today, your customers are online, interacting in social channels and seeking information about your services and products.

This Social Media Toolkit provides a series of suggested posts and ideas for content, to help your business broadcast its commitment to sustainability and membership with the New Jersey Sustainable Business Registry. We hope it helps you tell your sustainability story.

Why Tell Your Sustainability Story?

Today's business should consider its customers evolving values to the benefit of their own bottom-line. Researchers have consistently found that U.S. consumers are¹;

- Increasingly concerned about sustainability
- More likely to try a company's products or services if they are aware a company is environmentally and socially conscious
- More willing to spend more on a product if it is environmentally friendly

FOLLOW NJ SUSTAINABLE BUSINESS REGISTRY ACCOUNTS

Facebook

@NJSustainableBusinessRegistry

www.facebook.com/NJSustainableBusinessRegistry/

Twitter

@NJSBDC_GreenBiz

twitter.com/NJSBDC_GreenBiz

Instagram

@njsustainablebusinessregistry

www.instagram.com/njsustainablebusinessregistry/

Also consider following other Registry members to stay connected, share ideas and network.

SUGGESTED SOCIAL MEDIA CONTENT

NJSBDC has compiled a series of social media hashtags, post suggestions, and graphics for the use of Registry members. Registered businesses can utilize these to promote their participation in the New Jersey Sustainable Business Registry. You have permission to republish this information on any social media channel you wish.

Hashtags

NJSBR Brand Hashtag

The New Jersey Sustainable Business Registry has identified four official hashtags for the Registry.

#NJSustainableBiz

#SustainabilityHero

#BeGreenEarnGreen

#PurchaseWithAPurpose

When promoting your participation in the Registry and sustainability efforts, we suggest consistently including one or more of these hashtags. They can be utilized with your own business brand hashtag, trending and content specific hashtags.

Sustainability Hashtags

We have compiled a list of popular sustainability related hashtags to consider when utilizing social media. These can help drive customers to your social media accounts and increase viewership.

Sustainability Hashtags

Hashtags	Notes
#CSR	Corporate Social Responsibility - refers to business practices involving initiatives that benefit society.
#Eco	
#Eco-friendly	
#EcoMonday	A hashtag used on Mondays to engage with environmentally minded people, especially useful for businesses looking to promote their environmental efforts
#Environment	
#Environmental	
#Green	
#GoGreen	
#GreenIsGood	
#GreenBusiness	
#GreenBiz	
#Inspiration	Good to use when sharing aspirational goals, articles, or images
#Motivation	

#Sustainable #Sustainability #Susty	Susty is a common abbreviation of sustainability/sustainable, useful if you are using a social media site, such as twitter, with limited characters
#SmallBusinessSaturday	A hashtag used on Saturdays to encourage people to shop at small businesses

Sample Posts

Registered businesses can share these posts on their social media channels to promote their sustainability and participation in the NJSBR.

Membership Posts

- [Insert name of business] is officially a member of the NJ Sustainable Business Registry! #NJSustainableBiz
- Fun Fact! Did you know we have been a member of the NJ Sustainable Business Registry since [insert year your business joined] Check out our profile at [insert link]! #NJSustainableBiz
- Proud to be a member of the NJ Sustainable Business Registry #NJSustainableBiz [insert registry graphic]
- We are proud participants in the Registry [insert link to article] [insert registry graphic]

Accomplishments Posts

- We have built a sustainable business by [list one or two sustainable practices your business described on the Registry] #NJSustainableBiz
- Committed to Sustainability: [Insert a sustainable practice your business has implemented] #NJSustainableBiz
- Meet our Sustainability Leader [Insert Name]. He/She helps us to identify ways to reduce waste, increase efficiency and save money #NJSustainableBiz [insert image of person]
- Did you know we saved over [insert amount] by [insert sustainable practice]? #NJSustainableBiz
- Working towards a better world, we [describe a sustainable practice your business has implemented or a picture of that practice] #NJSustainableBiz [Insert image of inspiration quote]
- Sharing our passion about #ecofriendly business practices [insert a sustainable practice your business has implemented or a picture of that practice] #NJSustainableBiz
- Sustainable Solutions: [insert a sustainable practice your business has implemented or a picture of that practice] #NJSustainableBiz

Adjacent Content Posts

These posts are tangentially relevant to your business or involve common interests of your audience.

- Happy #EcoMonday [Insert link to relevant sustainability article]
- Improve your [business, green footprint, home, etc...] by [Insert Tip] [Insert link to relevant article, infographic, image]
- Congrats to [Insert business name] for joining the Registry! [Insert link to their social media account]
- #EcoMonday, #Inspiration [insert environmental quote with graphic]

Quick Tips

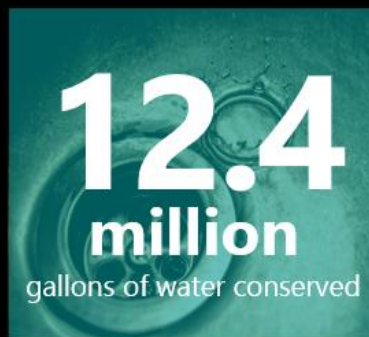
- Visit <http://registry.njsbdc.com/registered-businesses> and click on your business, for a direct link to your business's profile page.
- Twitter only allows for 280 characters, use your words wisely and consider using a link-shortening site like <https://bitly.com/>. You should also use images whenever possible.
- Facebook has no word limit, but generally shorter is better. Posts with images can help make a bigger impression.
- Instagram users primarily communicate with photos and videos, try to post high quality images and use short captions.
- Check out our News & Events webpage for relevant articles to share on your social networks. <http://registry.njsbdc.com/news-and-events>.
- Take photos of you and your employees implementing sustainable practices to share on your social channels.

Graphics

Registered businesses can share these graphics on their social media channels to supplement their posts or as standalone content. Also check out the New Jersey Sustainable Business Registry [Facebook Page](#), [Twitter Account](#) and [Instagram](#) for additional graphics.

2018 Annual Results

Members Make a Difference



Members Make a Difference



2018 Impact

Members Make a Difference



2018 Impact

Members Make a Difference



2018 Impact

Members Make a Difference



2018 Impact

Proud to be a Member



registry.njsbdc.com

NJSBR

MEMBER

Since 2019



New Jersey Sustainable
Business Registry

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Since 2018



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Since 2017



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Since 2016



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NJSBR

MEMBER

Since 2015



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NJSBR

MEMBER

Since 2014

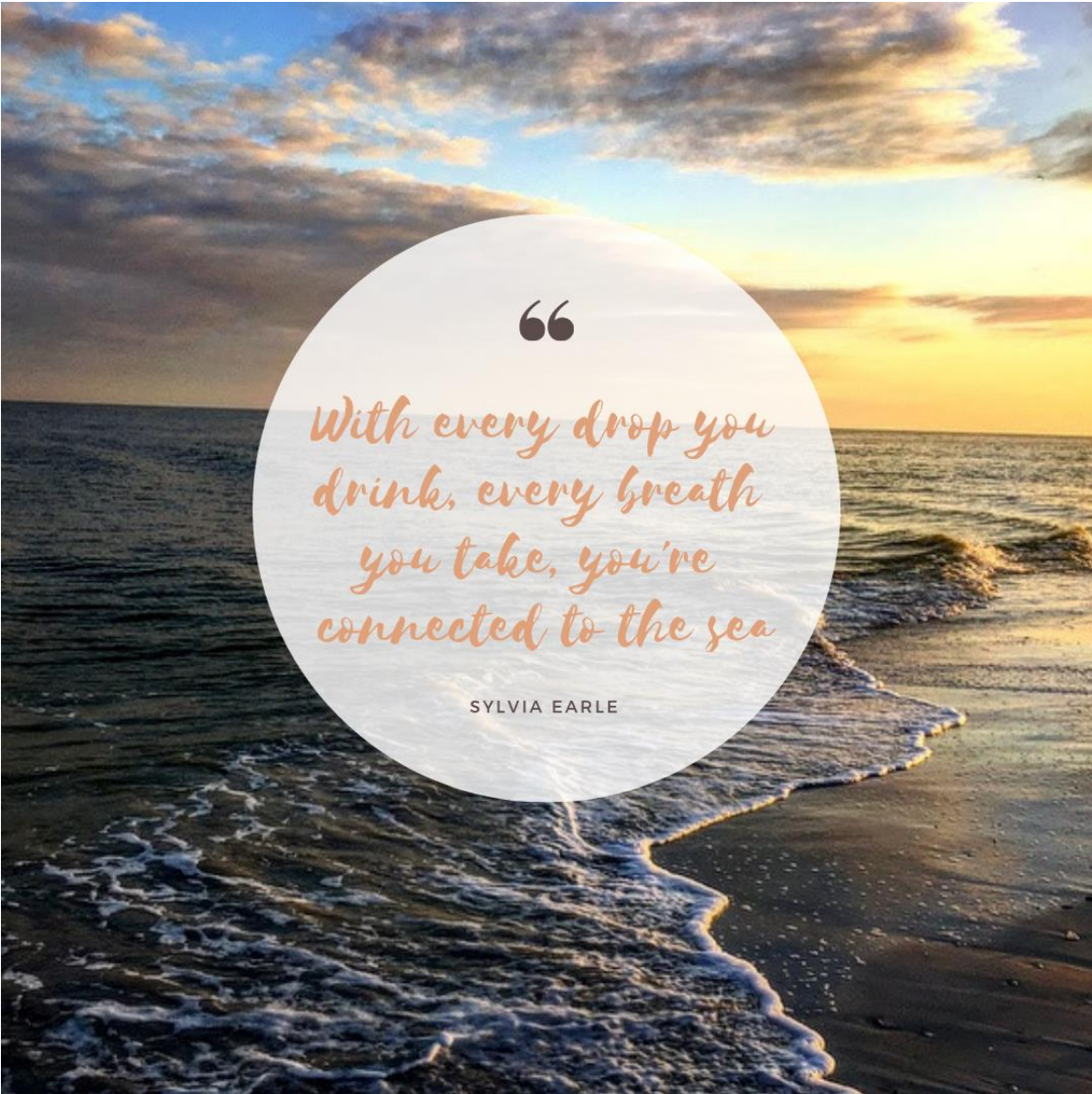


New Jersey **Sustainable
Business Registry**

registry.njsbdc.com

**EVERY TIME YOU
SPEND MONEY, YOU'RE
CASTING A VOTE FOR
THE KIND OF WORLD
YOU WANT.**

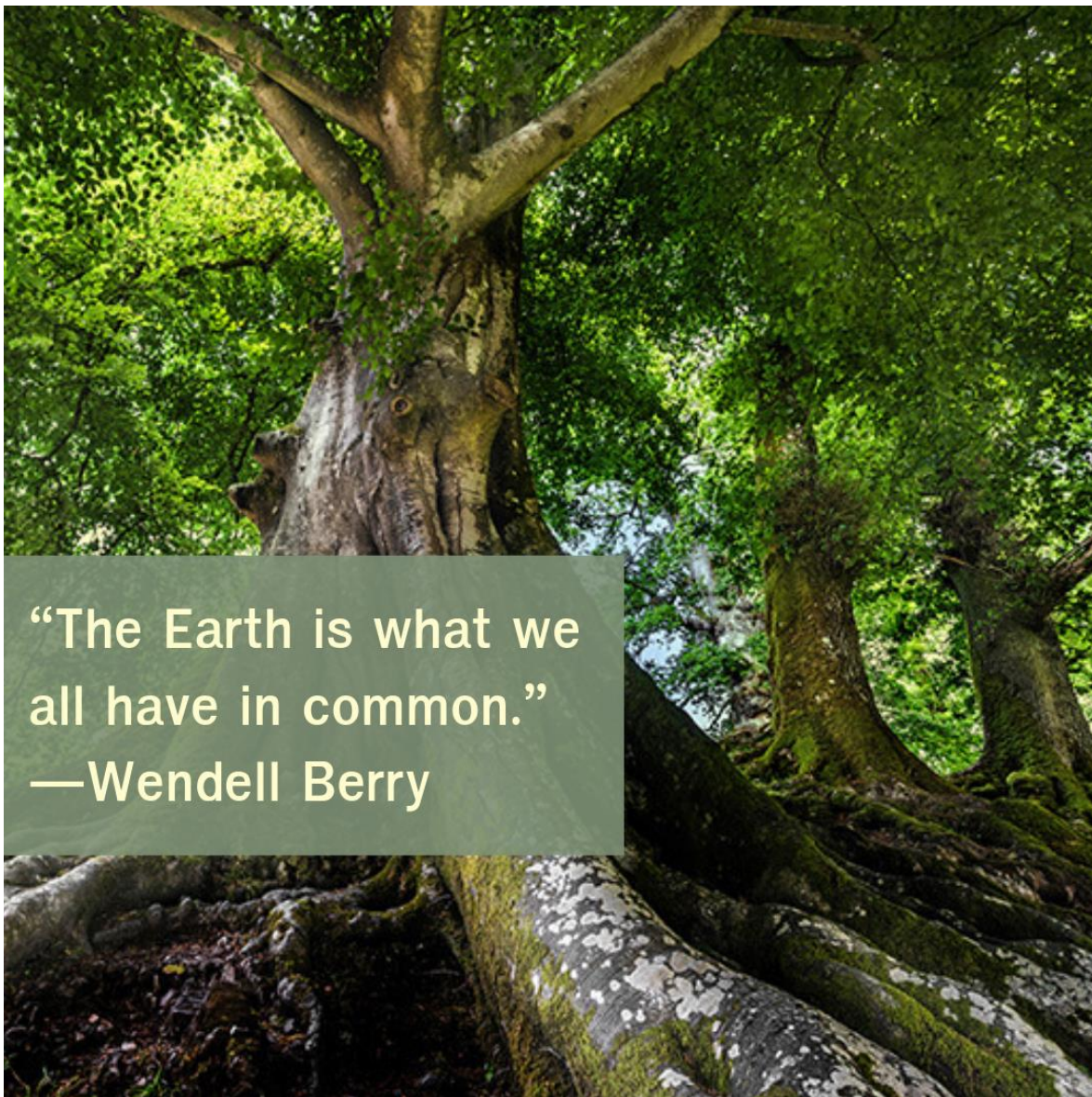
ANNA LAPPE



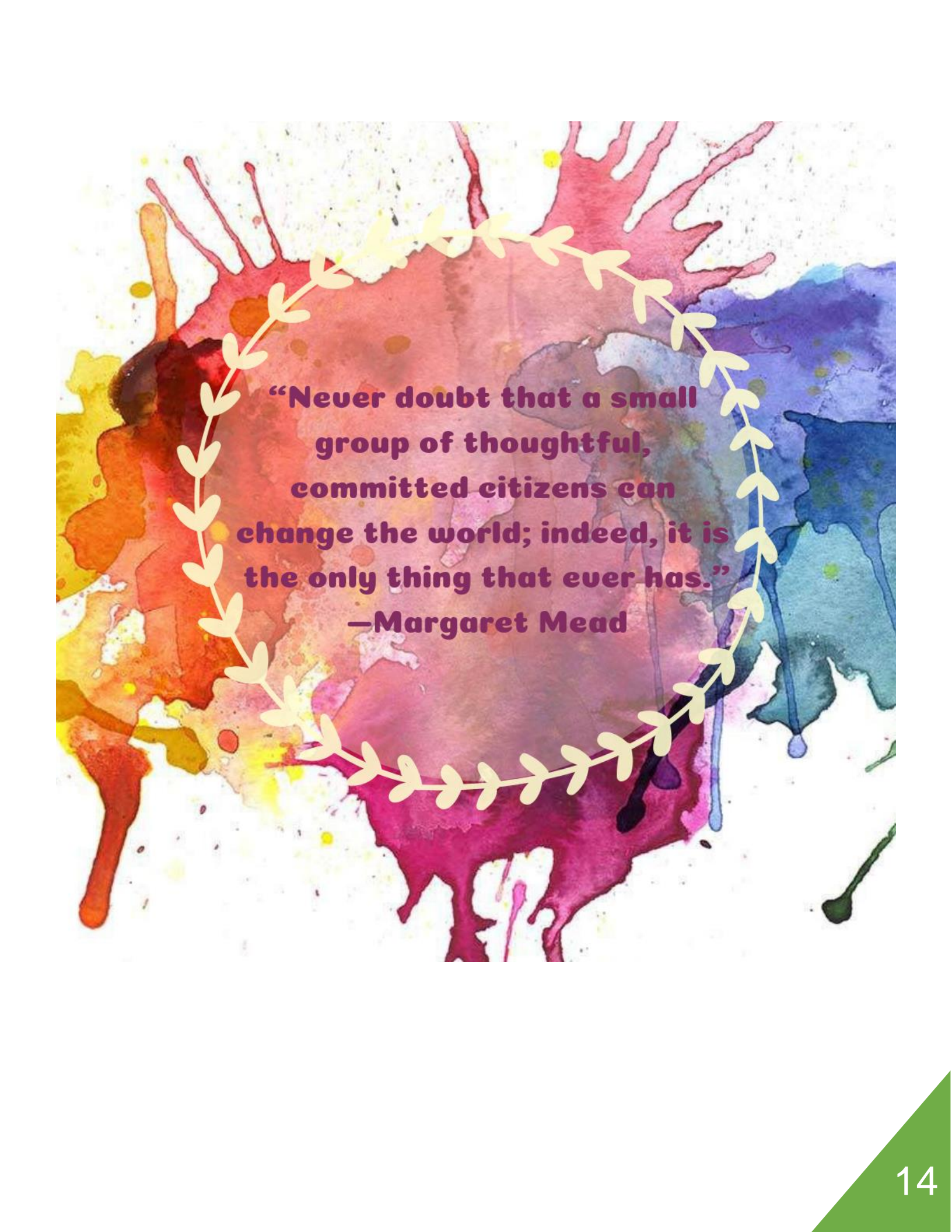
“

*With every drop you
drink, every breath
you take, you're
connected to the sea*

SYLVIA EARLE

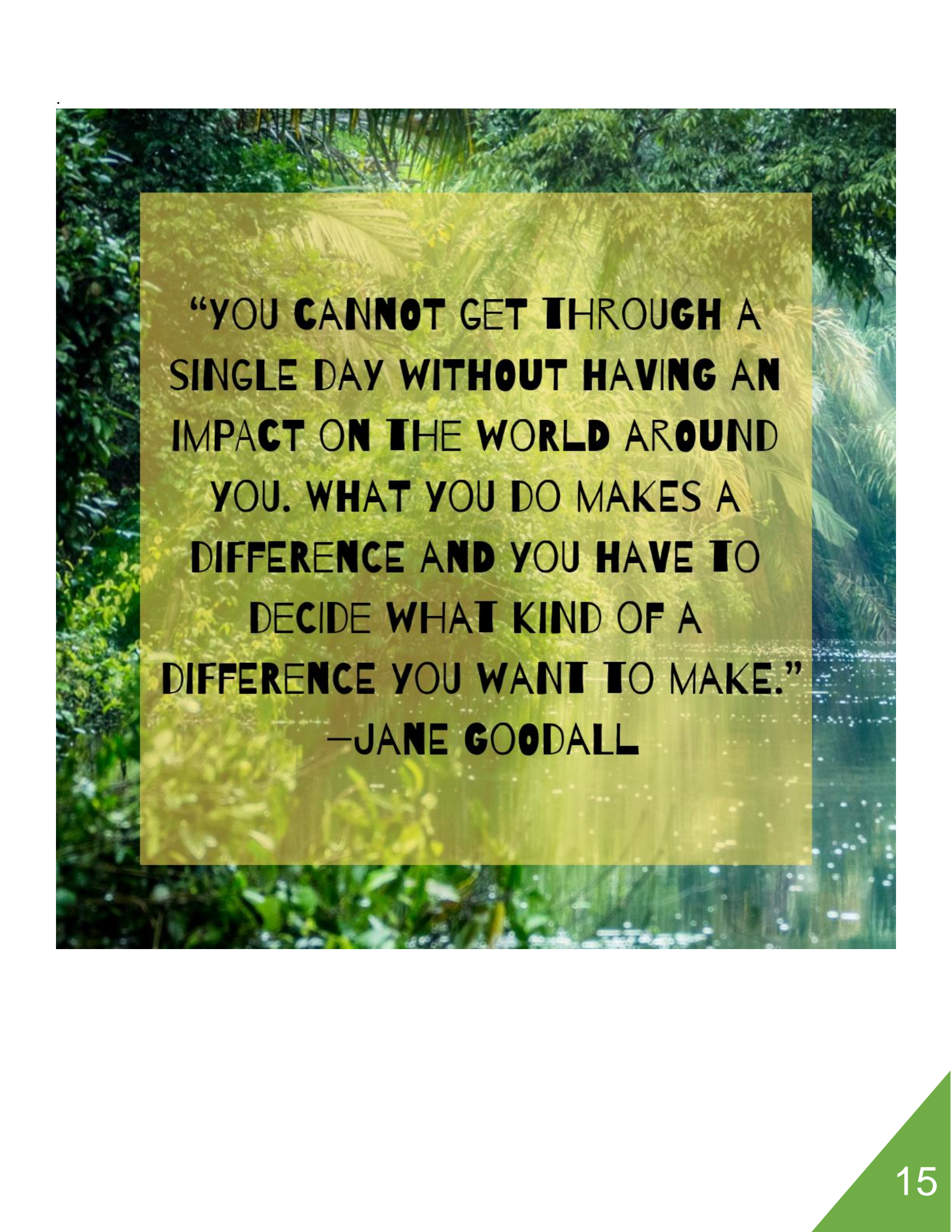


“The Earth is what we
all have in common.”
—Wendell Berry

The background is a vibrant watercolor wash in shades of red, orange, yellow, and blue. A white laurel wreath is superimposed over the center, framing the text. The text is in a bold, dark purple font.

**“Never doubt that a small
group of thoughtful,
committed citizens can
change the world; indeed, it is
the only thing that ever has.”**

—Margaret Mead



**“YOU CANNOT GET THROUGH A
SINGLE DAY WITHOUT HAVING AN
IMPACT ON THE WORLD AROUND
YOU. WHAT YOU DO MAKES A
DIFFERENCE AND YOU HAVE TO
DECIDE WHAT KIND OF A
DIFFERENCE YOU WANT TO MAKE.”**

—JANE GOODALL