



COVID-19 Social Media Templates for Merchants

Instructions: Copy and paste the templates below to post to your social media pages. Before posting, be sure to insert your business's website where it says "{insert URL}" and customize the content to match your brand's voice and tone when needed.

For Facebook Posts

To our loyal customers: As you all know, we've been hit really hard by COVID-19 and foot traffic to our store has decreased dramatically. To weather these times, here are three things you can do to help us:

1. Check out our website {insert URL}
2. Buy a gift card
3. Help us get the word out by posting this on your social media and sharing through your personal networks

We really appreciate your support during this time so that we can continue to serve you in the future! #lovelocal #community

For Twitter Posts

We've been hit really hard by COVID-19 & foot traffic to our store has decreased dramatically. We'd love your support during these tough times: 1) Visit our website {insert URL} 2) Buy a gift card. 3) Share and help us get the word out. Appreciate you all!

For Instagram Posts

To our loyal customers: As you all know, we've been hit really hard by COVID-19 and foot traffic to our store has decreased dramatically. To weather these times, here are three things you can do to help us:

1. Check out our website (link in bio)
2. Buy a gift card
3. Help us get the word out by posting this on your social media and sharing through your personal networks

We really appreciate your support during this time so that we can continue to serve you in the future! #lovelocal #community

