

## Build Her Business

### Social Media for Campaign Participants

Hey *Build Her Business* participants! Congratulations on starting your campaign. Below are a few guidelines, suggestions and tips on how to make the most of it, both through earned media and on social media, over the next four weeks.

#### Getting active on social

ATB is all in on supporting you and your campaign, so we're asking you to get active with us on social. If you're talking about your campaign on your social channels, be sure to tag us and use the #buildherbusiness hashtag.

- Tag **@atbbusiness** on Twitter and we'll retweet your posts about your campaign to our followers
- Tag **@atbbusiness** in your story posts on Instagram and we'll add those to our own story. We'll also create a BHB highlight that will be updated throughout February
- Use the #buildherbusiness #atbboostr hashtag on all social accounts!
- Remember, our crowdfunding platform is called ATB BoostR, not ATB Crowdfunding

### External Media for Campaign Participants

During the campaign, you may want to connect with media outlets to pitch a story about your idea and your involvement in ATB's *Build Her Business* initiative. If you can get it, earned media is a great way to publicize your campaign and drive support.

#### Key messages about *Build Her Business*

A key message is what you want the audience to know and remember about you and your campaign. Whether you're explaining *Build Her Business* to your followers or chatting with local media about your campaign, here are a few messages to help:

- The *Build Her Business* campaign is a unique rewards-based crowdfunding campaign designed specifically

for women as a means to start and grow their business ideas. “The crowd” contributes to a specific campaign (or more than one) in exchange for a unique reward.

- The *Build Her Business* campaign provides Albertans with a unique way to support local women entrepreneurs in our province. When women are successful, our economy, community and society benefit.
- For the entrepreneurs involved (like you!), the campaign provides access to expert advice, role models, and a community of like-minded women looking to start and/or grow their own business ideas.
- The *Build Her Business* crowdfunding campaign gives Albertans a great chance to show their support for local Alberta entrepreneurs—and get rewarded in return.
- Through BoostR, ATB’s virtual rewards-based crowdfunding platform, aspiring entrepreneurs can pitch ideas and get feedback. In exchange for financial support, crowdfunders get a reward like a product, service or unique experience.
- *Build Her Business* is a great way to safely test the market, and validate an idea while building a support network with others who are in the same boat. It’s also a great chance for people to show their love for women-led Alberta-based businesses.

### Media requests

Any media requests for an ATB spokesperson can be directed to our team at [media@atb.com](mailto:media@atb.com).

Best of luck, and happy crowdfunding!