



## **Small Business Rising Social Media & Digital Toolkit**

[Link to coalition website](#)

### **OVERVIEW**

Small Business Rising is a coalition of independent businesses and entrepreneurs standing up together to call on lawmakers to break up monopoly power and safeguard the right of independent businesses to compete and serve the needs of their communities. A joint campaign of more than 20 national and local independent business organizations representing more than 60,000 independent businesses, this coalition will play a critical role in helping policymakers understand how failed antitrust policies are harming real people and communities and what's needed to solve this.

**LAUNCH DATE:** Tuesday, April 6, 2021

Follow us on [Twitter](#), [Instagram](#), or [Facebook](#): @RisingSmallBiz

### **PARTNERS**

Twitter: @ILSR @theAMIBA @ABAbook @IBuyAustin @a4pcrx @ASTRAToy @CambridgeLF @danebuylocal @LocalFirstAZ @weirdlouisville @lowcountrylocal @ShopLocRaleigh @PtIdBuyLocal @nopanet @NationalGrocers @Your\_NHPA @StayLocal @mainstreetweets @LocalFirstUtah @SpokaneIMBA

Facebook/Instagram only: @runningindustryassociation @localfirst\_laplata

### **GRAPHICS**

### **TWITTER**

- Small businesses, it's time to rise up! We're proud to join this new coalition of small businesses and entrepreneurs across the country to call on policymakers to break up monopoly power and level the playing field. @RisingSmallBiz SmallBusinessRising.net
- Did you know monopoly power is the single biggest threat facing independent businesses? @RisingSmallBiz is a growing coalition of businesses calling for policymakers to reinvigorate antitrust. Learn more and join us: SmallBusinessRising.net

- .@RisingSmallBiz is a united voice of small businesses—rural and urban; Black, brown, and white; newly opened and long-established—to stand up for change. Join our growing coalition to call on policy makers to take on monopoly power. <https://www.smallbusinessrising.net/>
- Has your business been impacted by the outsized power and anti-competitive tactics of dominant corporations? @RisingSmallBiz is a new coalition for independent business owners to tell their stories and stand up together to call on policy makers to take on monopoly power.
- Amazon's rise has been heavily assisted by government support, including subsidies and tax advantages worth billions of dollars. We're calling on federal officials to level the playing field. @RisingSmallBiz SmallBusinessRising.net
- Independent retailers have little choice but to accept Visa and Mastercard — no matter how much they charge in swipe fees. If businesses like ours are going to survive, federal officials must break up and regulate monopoly power. SmallBusinessRising.net
- "Never before has the lifeline of a small retailer felt so tenuous... It is time for small businesses to unite to make our voices heard and call on policymakers to revive antitrust laws with vigor." — Natasha, Whisk SmallBusinessRising.net
- "Each year that Amazon has grown, my business has shrunk. I want Congress to enforce the antitrust laws that exist, enact stronger ones, and give us at least a level playing field..." — Gina Schaefer, A Few Cool Hardware Stores SmallBusinessRising.net
- "Amazon and other big-tech monopolies' anti-competitive tactics disrupt nearly every part of my industry, and that's unfair.... We need policymakers to strengthen and vigorously enforce antitrust laws." — Danny, The Raven SmallBusinessRising.net
- Thread:
  - Big monopolistic corporations, backed by Wall Street, have seized control of many industries. Small Business Rising is a coalition of independent businesses fighting back. A quick thread on what we're asking policymakers to do... (1/6)

[https://www.wsj.com/articles/merchant-groups-target-amazon-in-new-political-campaign-11617701401?mod=hp\\_lead\\_pos2](https://www.wsj.com/articles/merchant-groups-target-amazon-in-new-political-campaign-11617701401?mod=hp_lead_pos2)

[https://ilsr.org/amazons\\_tollbooth/](https://ilsr.org/amazons_tollbooth/)

- (3/6) Block dominant corporations from engaging in abusive tactics by making the #antitrust laws stronger and easier to enforce.

<https://ilsr.org/the-people-vs-amazon-our-summary-of-congresss-findings/>

- (4/6) Adopt bright-line rules outlawing mega-mergers and setting a higher bar for allowing other mergers, including vertical acquisitions.
- (5/6) Establish rules to create a level playing field, promote competition, and spur innovation.
- (6/6) Learn more and join members like @theAMIBA @IBuyAustin @a4pcrx @ASTRAToy @CambridgeLF @ISSAworldwide @LocalFirstAZ @weirdlouisville @lowcountrylocal @nopanet @NationalGrocers @Your\_NHPA @StayLocal in fighting back against monopoly power! SmallBusinessRising.net

## INSTAGRAM

- [Slide deck](#)

It's time to Rise Up against monopoly power. Join us at SmallBusinessRising.net

- [download](#) image

It's time to Rise Up. Join a growing coalition of independent businesses owners across the country -- from industries as diverse as hardware to toy brands, booksellers to pharmacists -- to ask for federal action on antitrust. SmallBusinessRising.net

- [download](#) image

Concentrated market power is the biggest threat facing independent businesses, and a big part of the reason it's become harder than ever to start and grow a business. By taking a stand against monopoly power, lawmakers can level the playing field. Join our coalition + learn more: SmallBusinessRising.net

## FACEBOOK

- It's time for small businesses to rise up! We're proud to join a coalition of small businesses and entrepreneurs across the country to call on federal officials to break up monopoly power and level the playing field.

SmallBusinessRising.net

- Small businesses deliver distinct consumer and market benefits, and in some sectors provide more value and better outcomes than their bigger competitors. And they often achieve these superior results because of their small scale, not in spite of it.

An economy populated by many small, independent businesses produces a more equitable distribution of income and opportunity, creates more jobs, and supports an expansive middle class.

Unchecked monopoly power is putting independent businesses and the benefits they bring to communities at risk. We're rising up to ask federal officials to take action. Join us:

[SmallBusinessRising.net](http://SmallBusinessRising.net)

- Amazon's stranglehold over online commerce is one of the top threats facing independent businesses. Join our coalition of independent businesses and entrepreneurs calling for antitrust rules that would create a level playing field, promote competition, and spur innovation.

[SmallBusinessRising.net](http://SmallBusinessRising.net)

- Did you know monopoly power is the single biggest threat facing independent businesses? We're joining Small Business Rising, a campaign of more than 20 national and local independent business organizations representing more than 60,000 independent businesses, calling for federal action on antitrust.

Learn more and join us:

[SmallBusinessRising.net](http://SmallBusinessRising.net)

- Amazon's rise has been heavily assisted by government support, including subsidies and tax advantages worth billions of dollars. Independent businesses, workers, and communities are paying the price. We're calling on federal officials to level the playing field.

Join us:

[SmallBusinessRising.net](http://SmallBusinessRising.net)

- Independent retailers have little choice but to accept Visa and Mastercard — no matter how much they charge in swipe fees. If businesses like ours are going to survive, federal officials must break up and regulate monopoly power. [SmallBusinessRising.net](http://SmallBusinessRising.net)

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- "Amazon and other big-tech monopolies' anti-competitive tactics disrupt nearly every part of my industry, and that's unfair. It makes it harder for a bookstore like The Raven to compete. At times, it's impossible. We need policymakers to strengthen and vigorously enforce antitrust laws so small businesses like mine can compete, thrive, and enrich the lives of their workers and their communities." - Danny, The Raven

[SmallBusinessRising.net](http://SmallBusinessRising.net)