

# #BUYINMA

Shop like jobs depend on it. Because they do.

Nov. 23, 2015

Dear Friends,

*The holiday season is an incredibly important time for our economy. At RAM, our 4,000 members understand that consumers today have unlimited choices for shopping and spending. But it is important to remember that each purchase has a direct economic result affecting the future of our Main Streets. That's why we're asking our public officials, citizens and advocate organizations to come together this holiday season and commit to #BuyinMA.*

*As you make purchases over the next month, please remember our small businesses and local retail jobs could use your support. Please join the @RetailersofMA in helping to spread these message on your social media channels (We've compiled the attached toolkit to make it easier). And please follow us on Twitter, Facebook and Instagram as we do the same.*

*All the best,*

*Jon Hurst*

*President, Retailers Association of Massachusetts*



TWITTER @RETAILERSOFMA | RETAILERSMA.ORG

INSTAGRAM @RETAILERSOFMA

# GENERAL SOCIAL MEDIA POSTS

## Twitter

600,000 retail employees are depending on you to #BuyinMA on #BlackFriday, #CyberMonday and beyond.

This holiday season, shop like jobs depend on it. Because they do. #BuyinMA

One in 5 MA jobs depends on us to #BuyinMA. How do you plan to support Main Street this holiday season?

Help us spread the word! It's critically important that we remember our Main Street businesses this holiday season and #BuyinMA.

Will you commit to shopping less online this year in order to #BuyinMA and help our local merchants and retail jobs?

Please join the @RetailersofMA in spreading the word: local employees count on us to #BuyinMA.

Our retailers are still recovering from the losses of last winter. You can help. #BuyinMA

This holiday season, I will #BuyinMA. Please join me and spread the word.

## Facebook

Small businesses create 2 of 3 new jobs and 1 in 5 jobs in Massachusetts is in retail. Your dollars can help sustain and support those workers. This holiday season, please #BuyinMA.

Consumers have more choices than ever, but in-state businesses need your support more than ever. This holiday shopping season, please commit to #BuyinMA as much as you can.

Consumer spending represents 70% of the economy, and is vital for spurring economic growth.

The holiday sales season represents on average 20% of annual retail sales. Please #BuyinMA and support the Bay State economy.





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ones this holiday season,  
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Link to Dropbox with high-res assets:  
<https://www.dropbox.com/sh/uv12c71a27dniw6/AABK048DaeInq36bcm53CK7Ca?dl=0>



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