

NSBA Media Training *and* Social Engagement

Best Practices *for*
Impactful, Interactive
Small Business Influence



*An NSBA Delegation from WP24 - Continuously Building
Connections with Congress for Small Business*



**Washington
Presentation
2025**



Esther Monzon-Aguirre

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Best Practices *for*
#SmallBusiness
on **Social Media**



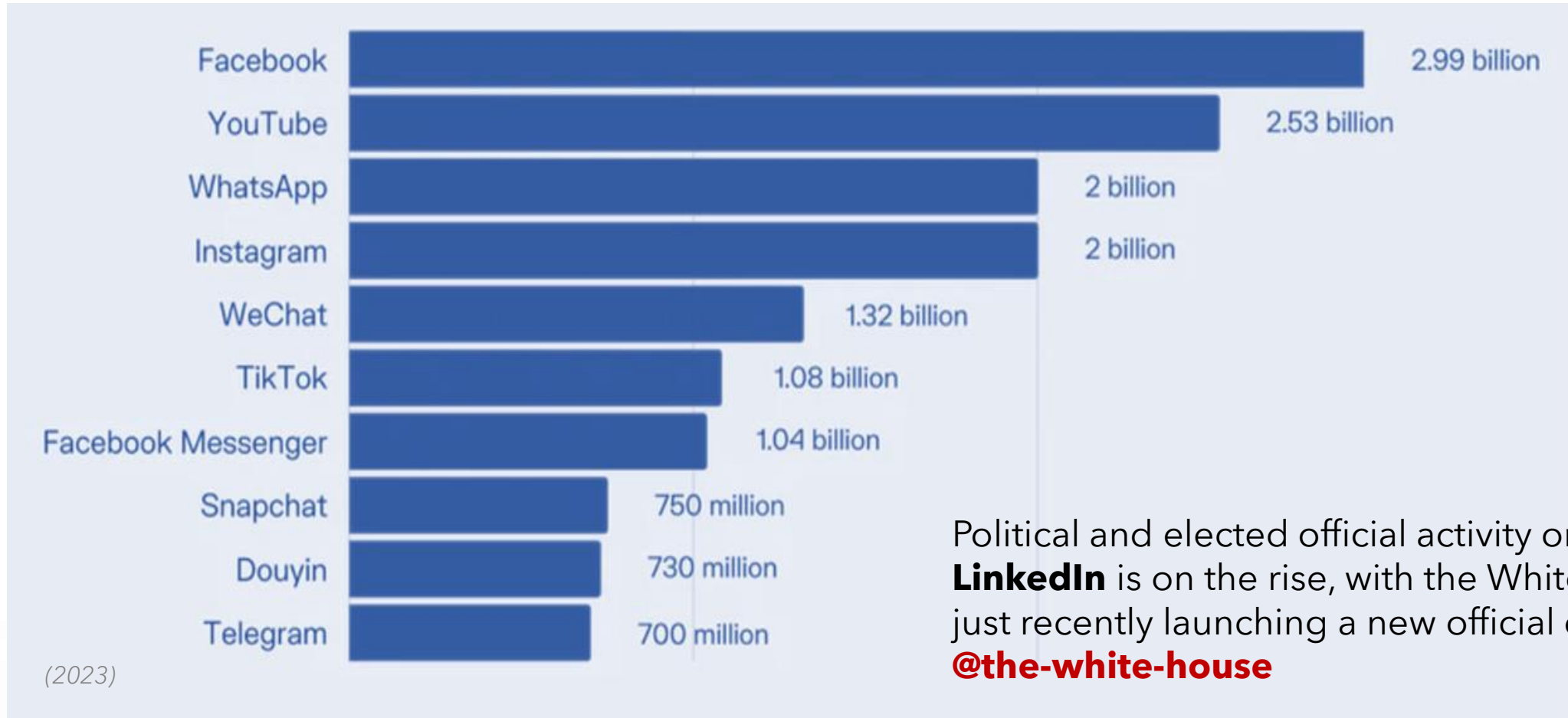
Benefits of Social Media Engagement

- **Accessibility:** Direct access to Members of Congress
- **Reach:** Wider audience and potential for viral content
- **Real-time Interaction:** Instant feedback and response
- **Transparency:** Public dialogue fosters accountability

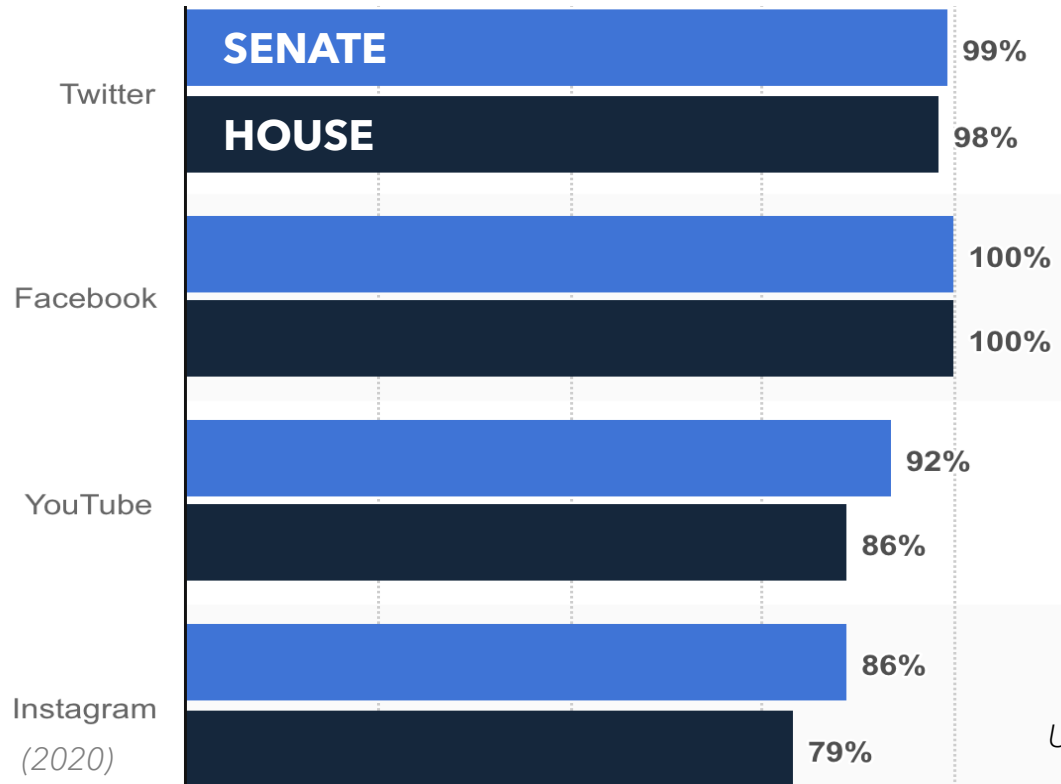
*NSBA President and CEO Todd McCracken (@toddnsba),
with Rep. Hillary Scholten (MI-03, @RepScholten) at WP24*



Most Popular Social Media Platforms



Percentage of U.S. Congress Members Posting on Official Social Media Accounts



NSBA @NSBAAdvocate · May 9

NSBA Members and Members of Congress hard at work for Small Business!

Thank you, @SenDanSullivan, for taking the time to meet with @SBAGov's Small Business Owner of the Year for Alaska Christine Hopkins, of @AsciLlc, based in Anchorage, during this year's National Small [Show more](#)



Sen. Dan Sullivan @SenDanSullivan · May 9

Congratulations to Christine Hopkins, Alaska's Small Business Person of the Year! Thank you for all the incredible, innovative work you do at Advanced Supply Chain International to keep Alaska's economy thriving and our supply chains operating smoothly.



U.S. Senator @SenDanSullivan (R-Alaska) posting on X, celebrating NSBA Member Christine Hopkins (@AsciLlc) for being named SBA's Small Business Owner of the Year for Alaska

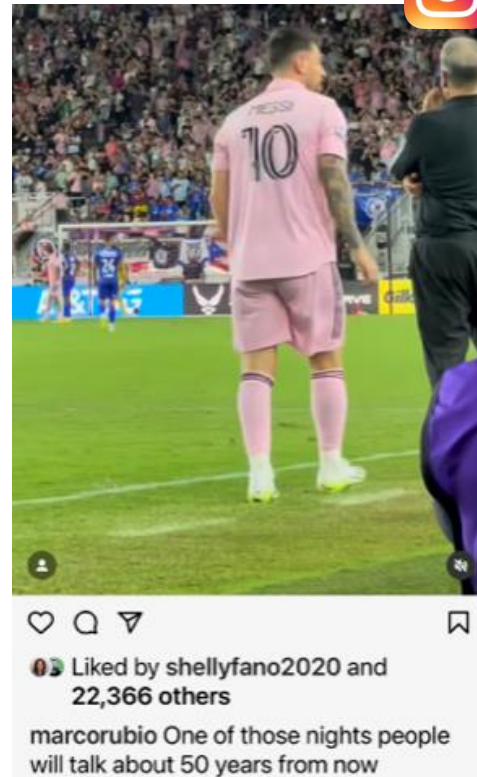


Benefits of Social Media Engagement

Understanding Your Officials

- Identify and Research Officials
- Familiarize yourself with their positions, policy stances, activities on social media
- Tailor your engagement based on their priorities and interests

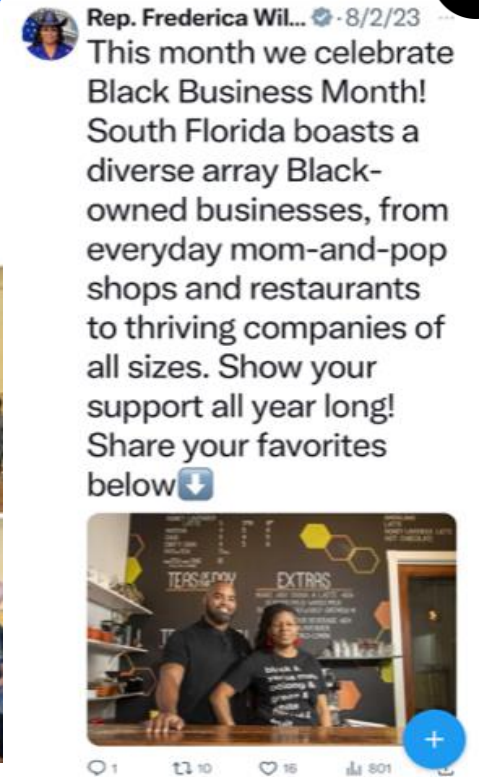
Former Sen. Rubio (Fla.)
@marcorubio



Rep. Gimenez (FL-28)
@RepCarlosGimenez



Rep. Wilson (FL-24)
@RepWilson



Give Them Something to Talk About

- Appeal to their constituent and personal interest
- Eg. Sens. Tuberville (Ala.) and Lee (Utah) became champions of CTA repeal, thanks in part to impactful, intentional NSBA messaging

U.S. Senators [@SenTuberville](#) (R-Ala.) posting a floor speech mentioning NSBA and our work over the Corporate Transparency Act (CTA) and [@BasedMikeLee](#) (R-Utah) reposting



Mike Lee @BasedMikeLee · Dec 27, 2024

I've got a bill—the Saving Privacy Act—that would repeal the Corporate Transparency Act

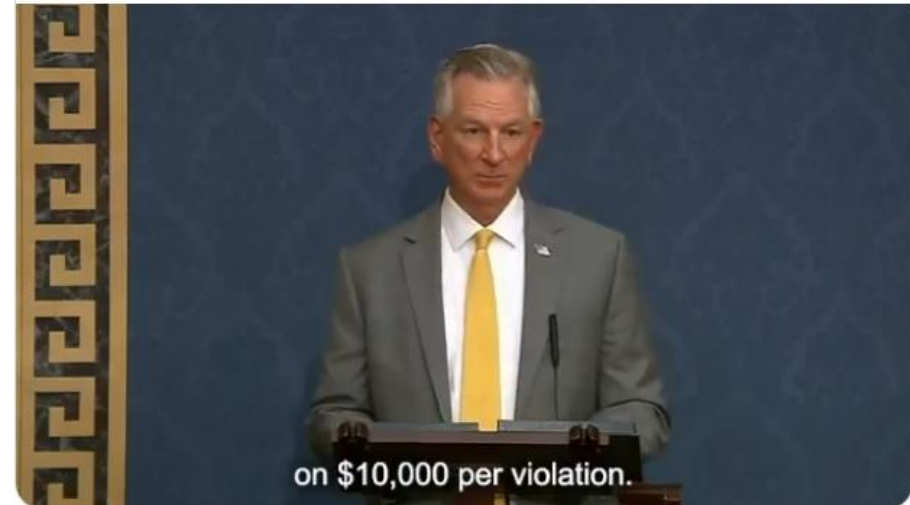
Do you agree that the CTA is unduly intrusive and needs to be repealed?



Coach Tommy Tuberville @SenTuberville · May 4, 2024

A little-known law called the Corporate Transparency Act requires LLC owners to report their PERSONAL INFORMATION to the federal government.

And if you don't, you go to jail....



307

494

2K

171K



Benefits of Social Media Engagement

Choosing the Right Platform



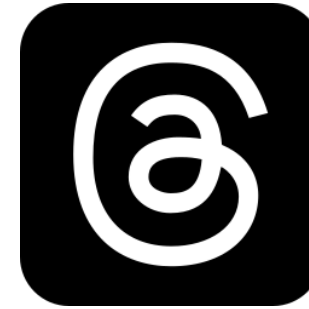
LinkedIn
/NSBAadvocate



Facebook
@NSBAadvocate



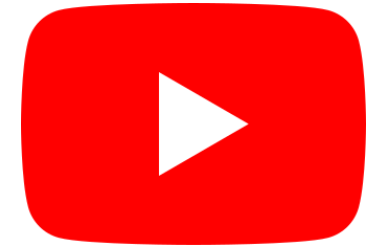
Threads
@NSBAadvocate



X / Twitter
@NSBAadvocate



Instagram
@NSBAadvocate



YouTube
@NSBAadvocate



*NSBA Members are most active on our LinkedIn (**@NSBAadvocate**), and we are working to continue to expand thoughtful, strategic engagement across new platforms.*



Benefits of Social Media Engagement

Crafting Authentic *and* Effective Messages

- **Concise:** Stay Focused
- **Clear Language:** Avoid Jargon
- **Personalize:** Everything
- **Enhance Engagement:** Use Visuals

NSBA's Senior Director of Government Affairs Reed Westcott (@reed-westcott-284210a5) posting dynamic content – good photos – and garnering strong engagement on LinkedIn.



Reed Westcott • 1st
VP, NSBA | Executive Director, SBEA
2mo •

Honored to have been invited by [The White House](#) to bring some of our [National Small Business Association](#) members to join the President, his Cabinet, and Congressional Leaders for the One Big Beautiful Event. We are grateful for the opportunity to represent the more than 33 million small businesses in the United States, and to highlight just how critical this legislation is for small companies.

The One Big Beautiful Bill represents the best chance this Congress for lawmakers to support Main Street businesses and we remain optimistic that Congress will deliver results for American entrepreneurs soon by sending the OBBB to the President's desk.



Mike Schreurs and 49 others

4 comments · 1 repost

Reactions



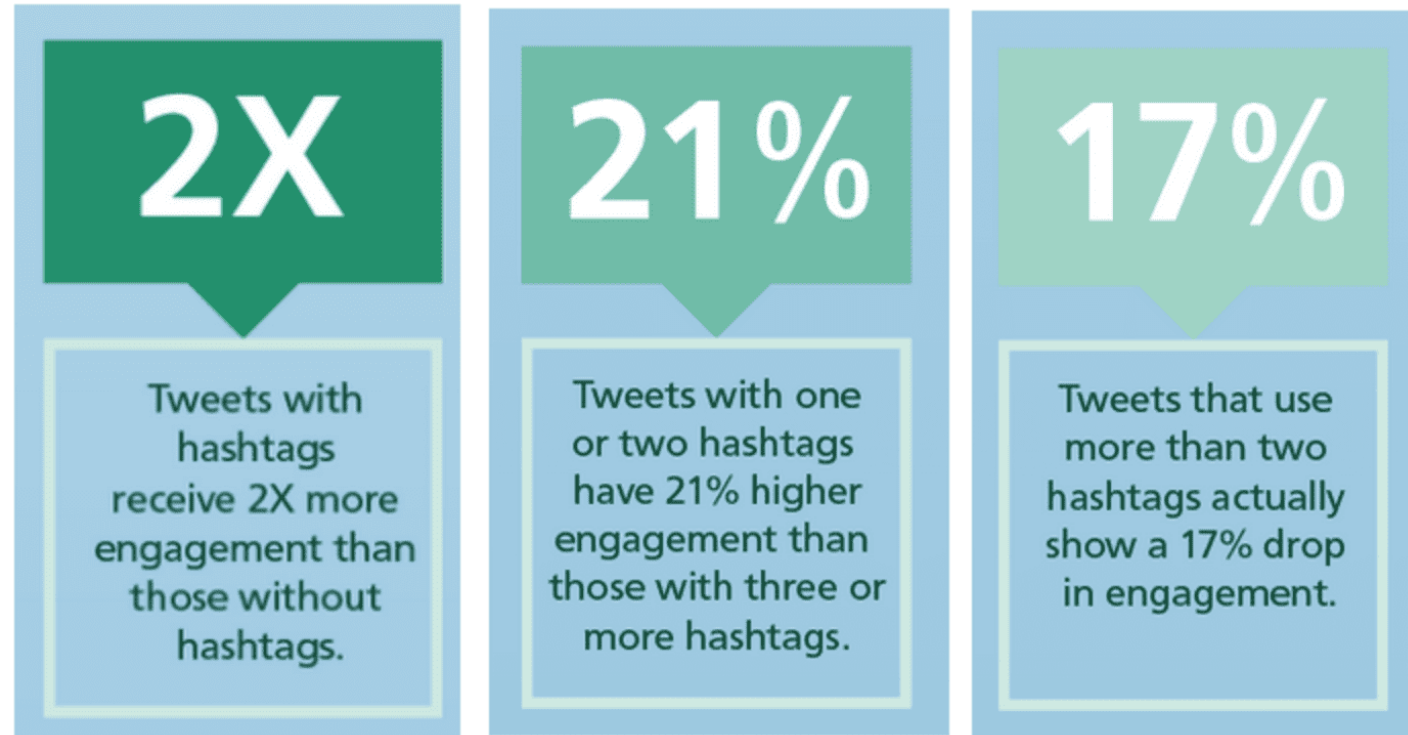
Benefits *of* Social Media Engagement



Using **Hashtags** *and* **Trends**

- **Hashtags and Tagging:**
Strongly Increase Visibility
- **Avoid:** Overusing Hashtags
- **Monitor:** Trending Topics

With major updates to code and algorithms, hashtags are no longer needed to understand content context, but they are still highly effective for increasing content's visibility and reach.



HubSpot Marketing



Benefits *of* **Social Media Engagement**

Building Relationships

- **Engage:** Respectfully and Professionally
- **Respond:** Promptly to Interactions or Responses
- **Express:** Gratitude – Thank Them for Accomplishments
- **Focus:** On facts, Evidence, and Solutions

NSBA thanking Senator [@LeaderJohnThune](#) (R-S.D.) for his recognition of small business on the Senate floor promptly after his original post.



NSBA @NSBAAdvocate · May 6

Thank you, [@LeaderJohnThune](#), for remembering America's most important economic community on and off the Senate Floor!



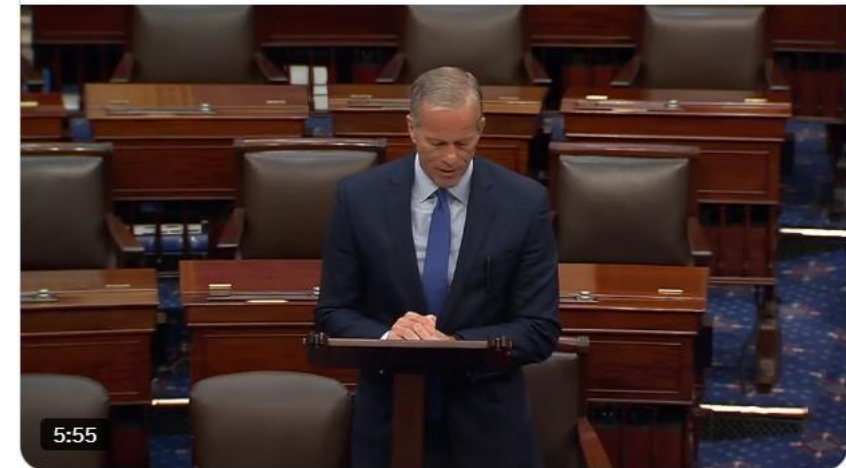
Small Business Week continues!



Leader John Thune @LeaderJohnThune · May 5

This week is #SmallBusinessWeek. These hardworking Americans are the backbone of our economy.

If we don't extend the Tax Cuts and Jobs Act, small businesses will face a \$600 billion tax hike in 2026, something Senate Republicans are ...



Benefits of Social Media Engagement



Amplifying Engagement

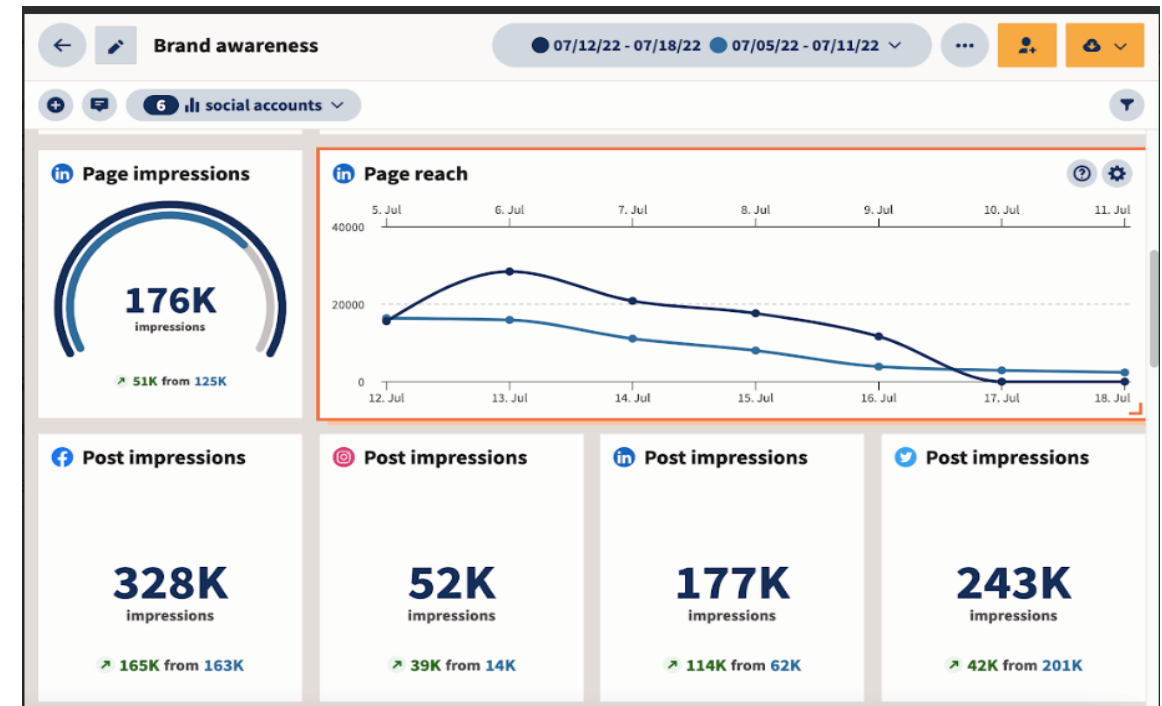
- **Encourage:** Friends to Engage
- **Collaborate:** With Groups
- **Share, repost, and comment on each other's posts!**





Monitor *and* Measure Impact

- **Encourage:** Network Engagement
- **Collaborate:** With Groups
- **Share, repost, and comment on each other's posts!**





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***Thank
You***





Cynthia Kay

@cynthiakaybiz

*Grand Rapids,
Michigan*



Best Practices *for*
#SmallBusiness
on **Talking to Media**



WP25

Reaching Out to Reporters *and* Media

Start Here



Do your research:

- Who covers small business locally?
- Who covers your industry locally?
- Are there broader outlets covering small business stories like yours?

Compose your email message:

- Be direct and concise
- Include brief details in body of email
- Include a link to learn more
- Explain in 1-2 sentences WHY what you're reaching out about is important to their readers, viewers, and audiences



Benefits *of* **Media Engagement**

Reaching Out to Reporters *and* Media

What NOT to Do *In an Interview*



- **DON'T** blast emails to a ton of reporters
- **DON'T** be too eager
- **DON'T** call or text without a previous relationship
- **DON'T** attach documents to emails

- **DON'T** get political or confrontational
- **DON'T** criticize the reporter or his/her outlet
- **DON'T** speak on behalf of anyone but you and your business



Benefits *of* **Media Engagement**

Media Interviews

- **Write** 3-5 key points **prior to interview**
- Reiterate top point at end of interview when they ask, **"Anything else?"**
- Use **your unique perspective**
- **Be timely** – don't miss a call from a reporter
- Listen **carefully**, and speak **slowly**

What to Do *In an Interview*



- **Keep sentences short** – better you edit yourself vs. someone else
- **Know when to stop talking** – when you answered question
- Get comfortable with **silence**
- **Mention NSBA data**, if relevant!



Benefits *of* **Media Engagement**

Reaching Out to Reporters *and* Media

What NOT to Do *In an Interview*



- **DON'T** ramble on
- **DON'T** fill the silence
- **DON'T** make up an answer
 - it's ok to say, "I don't know, but I can find out."
- **DON'T** get political
- **DON'T** use jargon, acronyms or abbreviations
- **DON'T EVER** go "off the record," unless you know the reporter AND their publication's policy on **"off the record"** vs. **"on background"**



Benefits *of* **Media Engagement**

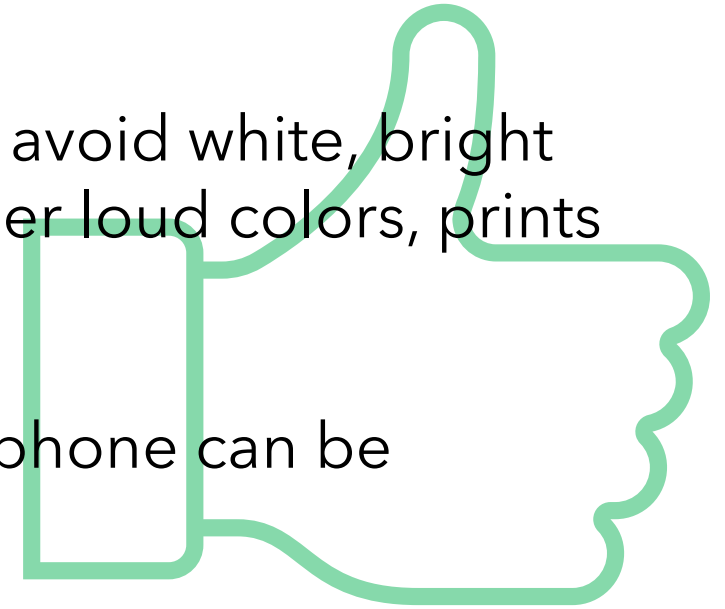
On Camera *or* Audio Interviews

- **Be on-time, but flexible** – things change
- Speak in **complete, short sentences**
- **Restate the question** in your answer

Tips to Succeed



- Work with **NSBA staff** - **always here to help!**
- **If on-camera**, avoid white, bright green and other loud colors, prints and stripes
- Be sure microphone can be clipped on



Benefits *of* **Media Engagement**

Cynthia Kay

@cynthiakaybiz

*Grand Rapids,
Michigan*



***Thank
You***





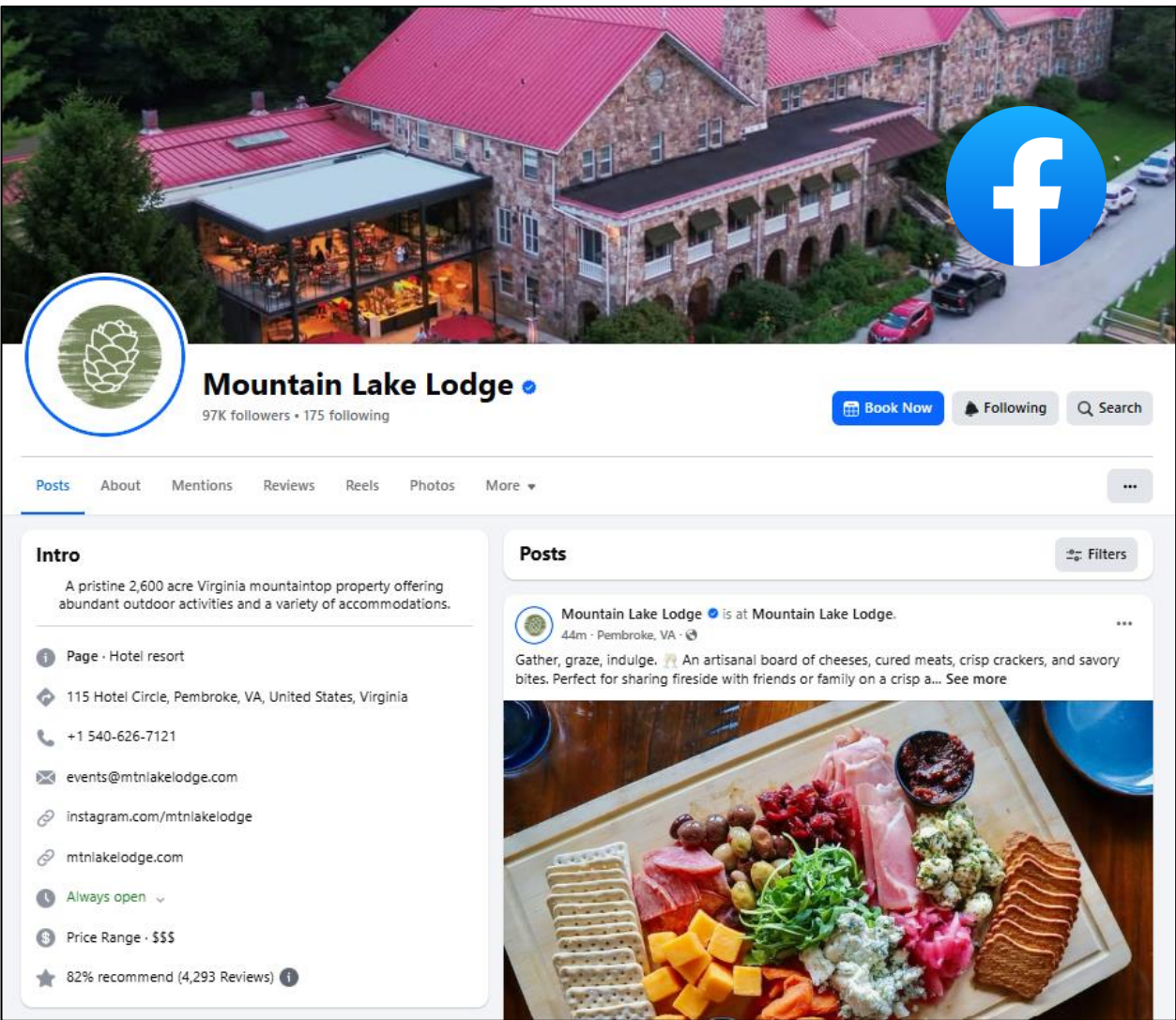
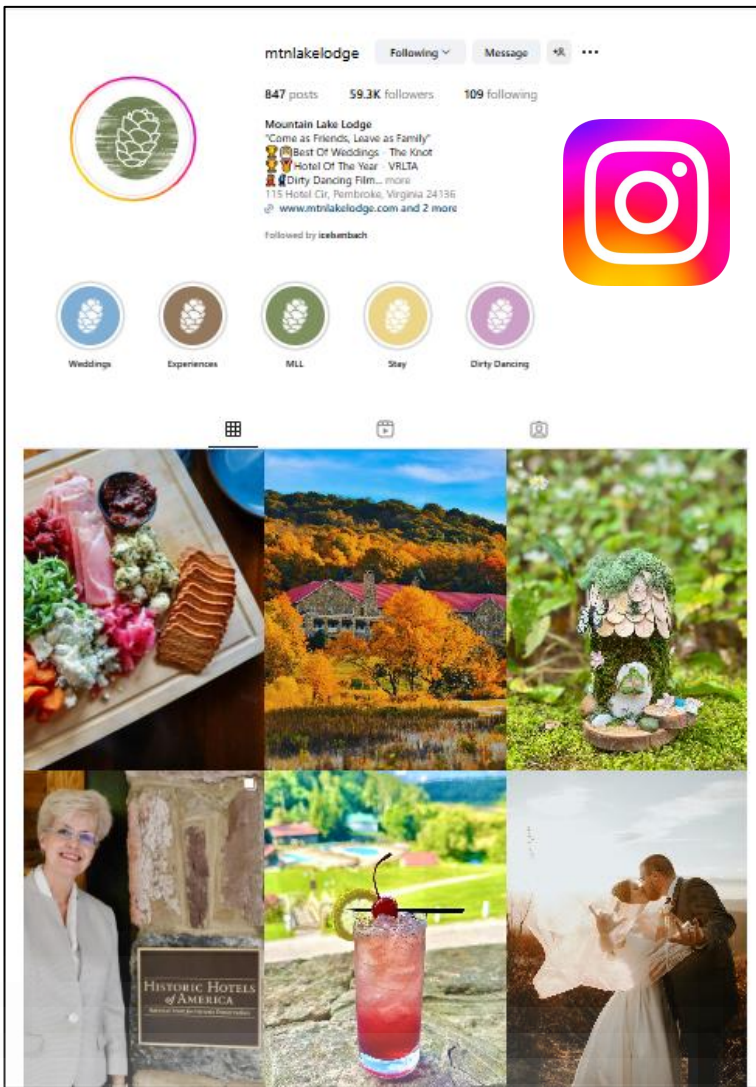
Heidi Stone

**Mountain Lake
Lodge**

*Roanoke,
Virginia,*



Best Practices *for* #SmallBusiness Strategies In Action



@MountainLakeLodge



@mtnlakelodge



Social Strategies *in* Action

Heidi Stone

**Mountain Lake
Lodge**

*Pembroke,
Virginia,*



***Thank
You***



ACCESS YOUR **WP25** ADVOCATE SOCIAL MEDIA TOOL KIT



NSBAadvocate.org/wp25-social



AMERICA'S SMALL BUSINESS FLY-IN



WASHINGTON PRESENTATION

SEPTEMBER 10-11, 2025 **WASHINGTON, D.C. | CAPITOL HILL**

THANK YOU

