

## KIT CONTENTS

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### I. INTRODUCTION

Social media is an easy and efficient way to disseminate information to your audience, including SBA's Military Spouse Pathway to Business program. This kit contains content and accompanying promotional materials focused on promoting this program. Stakeholders are encouraged to leverage these either directly or as inspiration to draft content of their own.

#### Program Details

**When it launches:** July 17, 2023, see SBA [press release](#)

**What it provides:** The Military Spouse Pathway to Business is a business training program grown out of SBA's commitment to strengthen economic opportunity for military spouses.

**Who is eligible:** military spouses

#### Where to learn more and sign up:

- Sign up here: <https://sba.my.site.com/s/milspouse> aka <https://bit.ly/3O1dbOy>
- Learn more: [www.sba.gov/milspouse](http://www.sba.gov/milspouse) aka <https://bit.ly/3rghXRo>

### II. SOCIAL MEDIA POSTS

Remember to use #MilspousePathway on social media to join the conversation! Note: promotional graphics can be used along with these sample posts at your discretion. Please feel free to incorporate other graphic elements (e.g. images, GIFs, videos, emojis, etc.) as you see fit. Accompanying this kit is a social media image sized for Twitter or Facebook posts you can also use.

**Note:** The sample posts included in this packet are optimized for Twitter in terms of copy length and popular hashtags, but unless otherwise indicated, these posts can also be used for LinkedIn and Facebook, so long as slight modifications are made to the copy. Please see "Best Practices" for more details.

### SAMPLE POSTS

**Date-dependent posts to be published within a month of July 17, 2023:**

- 🏠 Attention military spouses! Ever wanted to start a business? @SBAgov just launched a free business training program, Pathway to Business, tailored to your needs with flexible classes, peer support, and more.

➡ Learn more and sign up here: <https://bit.ly/3O1dbQy>

- ☆ Military spouses can start learning small business basics today! @SBAgov's free #MilspousePathway program is here to teach you everything from market research to business plan best practices.

🕒 What are you waiting for? Sign up today! ➡ <https://bit.ly/3O1dbQy>

- 📌 Big news! @SBAgov is launching a free entrepreneurship course to help military spouses learn small business basics, connect with each other, and learn the many resources available to help them achieve their business goals.

🏢 #MilspousePathway supports @WhiteHouse's commitment to expand job opportunities for military spouses. Learn more and sign up ➡ <https://bit.ly/3O1dbQy>

**Posts that can be shared at any time**

- ☆ Military spouses who are interested in starting a small business don't have to do it alone. @SBAgov is here to help with its #MilspousePathway program offering free entrepreneurship classes as well as peer support.

Learn how Pathway to Business can help you achieve your small business dream!  
<https://bit.ly/3rghXRo>

- 🔍 #DYK? Military spouses make great entrepreneurs and small business ownership can be a transportable, flexible vocation that supports your lifestyle?

Military Spouse  
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Check out @SBAgov's #MilspousePathway to learn how you can launch or grow a small business: <https://bit.ly/3rghXRo>

- 🕒 Are you a military spouse thinking of launching your own business? Check out @SBAgov's new entrepreneurship training class tailor made for military spouses just like you.

For more information about #MilspousePathway, you can access these classes at no cost virtually, or in-person near you, click here: <https://bit.ly/3rghXRo>

- ✍️ Sign up for @SBAgov's #MilspousePathway tailored to help you at every step of your business journey! This free program will teach you
  - ✓ How to develop a business plan
  - ✓ Introduction to market research, legal considerations, and finances
  - ✓ What resources are available to help military spouses access startup capital, earn contracts, and more

Learn more and sign up: <https://bit.ly/3O1dbOy>

### III. HASHTAGS AND BEST PRACTICES

#### HASHTAGS

The official hashtag for the program is #MilspousePathway

Other relevant hashtags on **Twitter** may include:

#businessowner	#entrepreneur / s	#milspouse
#smallbiz	#entrepreneurship	#DYK (did you know)
#smallbusiness	#smallbusinessowner	#LT (last tweet)
#startup	#solopreneur	#militaryspouse

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A few relevant hashtags on **LinkedIn** include:

#smallbusinessowner / s	#smallbusinesstips	#milspace / s
#militaryspouseemployment	#entrepreneurlife	

We recommend minimizing the use of hashtags on **Facebook**. Exception includes #MilspacePathway.

### BEST PRACTICES

- Posts with images – including photos, videos, GIFs, and interactive graphics – receive more engagement than text-only posts.
- Try to limit your call-to-action (CTA) to one item – you want to drive as much traffic as you can to one location.
- Minimize use of hashtags on Facebook as hashtags don't extend posts' reach on Facebook the same way they do on Twitter and LinkedIn.
  - On Twitter, it's a best practice to include 2-3 relevant, targeted hashtags per post, while at least 3 is optimal on LinkedIn.
- On Facebook and LinkedIn, manually enter tags to mention other pages if you are scheduling posts through the platforms themselves instead of through third-party schedulers.

### IV. PROGRAM HIGHLIGHTS

The new Military Spouse Pathway to Business program is part of SBA's commitment to strengthen economic opportunity for military and veteran spouses, caregivers, and survivors. This program also supports the recent White House [Executive Order](#) directing federal agencies to work together to enhance career stability and employment resources and support offered to military spouses and caregivers.

Starting this year, SBA's Pathway to Business program will offer military spouses in-person and virtual classes nationwide via the SBA's District Offices and Resource Partners. The classes will teach topics including:

- key steps for evaluating business concepts
- the foundational knowledge required to develop a business plan
- broad information on market research and economics, legal considerations, and finances

Military Spouse  
Pathway to Business  
program

- an introduction to the additional resources available to military spouses for accessing startup capital, receiving technical assistance, earning contracting opportunities, and more

This curriculum will be similar to SBA's existing Boots to Business and Boots to Business Reboot courses. However, the Pathway to Business program has tailored content for military spouses. Pathway to Business also includes peer support and a schedule that may be better suited for military spouses.

After completing Pathway to Business, military spouses can further their education through optional, free online courses such as SBA's [Revenue Readiness](#), [Learning Center](#), or [Entrepreneurship Training Programs](#).

Military spouses who have a strong business idea, or are even considering entrepreneurship, are encouraged to sign up.

To learn more about the program and resource for military spouses, visit [sba.gov/milspouse](https://sba.gov/milspouse).

To sign up for a Pathway to Business class, visit <https://sba.my.site.com/s/milspouse>.