**Facebook**

1. Did you know research shows that shopping at (insert store name) keeps twice as much money in the local economy as spending at a chain store?   
   (Include photo)
2. By shopping at (insert store name), research shows you keep twice as much money in the local economy, create more jobs for your neighbors and keep tax dollars in our town!

(Include photo)

1. Did you know that if 10 percent of Lowe’s and Home Depot’s sales were shifted to independent home improvement retailers for one year, an additional $1.3 billion would recirculate into hometowns across the country?
2. For every $1,000 spent on goods at (insert store name), $230 recirculates back into the local community, compared to $116 for a national chain. We keep twice as much money in our community!
3. Turn home improvement into hometown improvement by purchasing your DIY products at (insert store name), your locally owned and operated store. Keep your money where your house is!
4. How much more can we give back to our community by purchasing home improvement products from businesses such as (insert store name) instead of chain stores? Find out here: <http://bit.ly/HometownImprovement>
5. When you enter (your store’s ZIP code) into the Home Sweet Home Economic Impact Calculator, you’ll see that if every family in your community purchased home improvement items from independent stores, ($X,XXX,XXX) would go back to our community. See for yourself: <http://bit.ly/HometownImprovement>
6. Do you know how much your decision to shop locally could impact our community? Put your ZIP code into the Home Sweet Home Economic Impact Calculator to find out! <http://bit.ly/HometownImprovement>

**Twitter**

1. Did you know that shopping at (insert store name) keeps twice as much money in the local economy as spending at chain stores? #OurTown
2. Shopping at (insert store name) puts 2X the money back into the local economy vs. shopping at a big chain. #OurTown
3. #Buylocal for your home improvement needs and recirculate 2X more money back into our local economy! #OurTown
4. Keep your money where your house is! Shop at (insert store name) and keep 2X more money in our community! #OurTown
5. If 10% of Lowe’s & Home Depot’s sales were shifted to local home improvement stores, an extra $1.3B would recirculate into U.S. towns.
6. If you spend $1,000 at (insert store name), $230 recirculates to the local economy vs. $116 if you spent at a big chain. #OurTown
7. The local economic benefit of buying products at (insert store name) is 97% greater than with chain stores! #OurTown
8. How much $$$ can our community keep by shifting all home improvement purchases to (insert store name)? <http://bit.ly/HometownImprovement>
9. We could keep (insert calculation) in our community if everyone shopped at stores such as (insert store name).