

# Business Activation Kit

SMBs play a crucial role in scaling Engage Responsibly to reach consumers and the SMB community, which constitutes the largest business segment in the social media landscape. As an Engage Responsibly partner, Better Business Bureau® invites you to explore the issue of online hate and join brands, platforms, NGOs, and others to be part of the solution. Discover how you can amplify the reach of Engage Responsibly education and campaigns through your SMB channels with turnkey approaches and content.

Empower action through education



Download the Business Activation Kit

## 1. Learn

- ✓ **Familiarize yourself with Engage Responsibly** and its educational focus on reducing online hate. **Assets:** [About Engage Responsibly](#), [Education Curriculum Catalog](#), and [Educational Video Playlist](#)
- ✓ **Understand activation steps & goals:** Use campaign and promotional opportunities to drive consumers, SMBs, and employees to visit EngageResponsibly.org and engage with our online hate assets. **Assets:** [This Brand Activation Kit](#) with linked supporting assets

## 2. Launch

- ✓ **Post Engage Responsibly content to social channels** using the provided campaign **graphics, videos, and copy** with call to action to visit EngageResponsibly.org. **Assets:** [Campaign graphics, videos, and copy](#)
- ✓ **Post promotional content in newsletters, email blasts, or website.** **Assets:** [Promo graphics & copy](#)
- ✓ **Measure your impact:** Request unique URL for engagement tracking. **Assets:** [Click here to request](#)

## 3. Amplify

- ✓ **Generate momentum** by accessing and posting fresh promotional content. **Assets:** [Promo graphics & copy](#)
- ✓ **Submit an activation case study** to share learning and success. **Assets:** [Case study template](#)
- ✓ **Invite others** to activate by sharing this [Brand Activation Kit](#).
- ✓ **Join activation working group** to collaborate, learn best practices & refine activation. **Assets:** [Learn more](#)
- ✓ **Contact Engage Responsibly team** with any questions. **Assets:** [Contact Information](#)