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| **DATE** | **CODE** | **FACEBOOK** | **TWITTER** |
| October 3 | Tips | We hope to see this trend continue. Small businesses are the backbone of our economy.  <http://www.econotimes.com/Canadas-small-business-sentiment-rises-in-August-likely-to-gain-moderately-in-coming-months-268742>  http://smallbusinessheroes.co.uk/wp-content/uploads/2013/03/2013_04_02_aboutus_compressed1.jpg | We hope to see this trend continue. Small businesses are the backbone of our economy.  <http://bit.ly/2bUWqnh> |
| October 4 | News | Come read our latest newsletter! Always worth reading, because there is no wealth like knowledge.  <http://www.oacfdc.com/view-current-newsletter>  https://inveritascrescentes.files.wordpress.com/2011/11/knowledge.png  Venez voir notre bulletin actuel! Il n’y a pas de richesses comme la connaissance.  <http://www.oacfdc.com/fr/vue-bulletin> | Come read our latest newsletter! Always worth reading, because there is no wealth like knowledge.  <http://www.oacfdc.com/view-current-newsletter>  (with pic)  Venez voir notre bulletin actuel! Il n’y a pas de richesses comme la connaissance.  <http://www.oacfdc.com/fr/vue-bulletin> (with pic) |
| October 5 | Client profile | He sets a great example, but he took his advice too seriously last month and got into a bicycle accident. ☹  We hope you’re recovering well!  http://thequotes.in/wp-content/uploads/2016/06/Richard-Branson-Quotes-1.jpg | This applies to entrepreneurs everywhere! <http://bit.ly/2bgqvwt>  (with pic) |
| Oct 6 | Reach | |  |  | | --- | --- | | A great competition organized by Northumberland CFDC. Investing in innovation is what CFDCs are about. Congrats PinPress! <http://www.businesswire.com/news/home/20160809005213/en/PinPress-Wins-N100> | Congrats PinPress! Great competition Northumberland CFDC! <http://bit.ly/2bbkcLg>  (pic) | | |  |  | | --- | --- | | A great competition organized by Northumberland CFDC. Investing in innovation is what CFDCs are about. Congrats PinPress! <http://www.businesswire.com/news/home/20160809005213/en/PinPress-Wins-N100> | Congrats PinPress! Great competition Northumberland CFDC! <http://bit.ly/2bbkcLg>  (pic) | |
| Oct 7 | Behind the scenes | There is a reason you sought this role in the first place, so let’s get back to basics and remember the aspects that encouraged you to start your own business in the first place. Here are the 10 Things You Should Be Thankful For as a Small Business Owner.  <http://succeedasyourownboss.com/10-things-thankful-small-business-owner/>  Image result for being thankful small business | Keep these tips in mind all you aspiring entrepreneurs! <http://bit.ly/2aXmpua>  (pic) |
| Oct 11 | Promo | A lot of great businesses start off as hobbies. Why not give it a shot? <https://yourstory.com/2016/08/passion-home-based-business/>  http://brightself.org/wp-content/uploads/2016/04/passion-800x478.jpg | A lot of great businesses start off as hobbies. Why not give it a shot? http://bit.ly/2bmk4we (pic) |
| Oct 12 | Tips | There is no such thing as failure. Failures are just learning experiences.  <https://www.entrepreneur.com/article/240492> | There is no such thing as failure. Failures are just learning experiences. <http://entm.ag/1XhH3VH> (pic) |
| Oct13 | Reach | Businesses in all industries shouldn't underestimate the influence of review sites.  Here are 6 proactive rules for maintaining strong feedback loops, with current customers.  <https://www.entrepreneur.com/article/282583>  6 Rules for Influencing How Customers Will Review Your Brand | Here are 6 proactive rules for maintaining strong feedback loops, with current customers. |
| Oct14 | News | If you are in the market for a franchise, there are literally thousands to choose from.  Here are five questions a franchise should ask potential partners.  <https://www.entrepreneur.com/article/281303>  Image result for confused | 5 Questions You Need to Answer Before Choosing a Franchise <http://entm.ag/2c4RHgx> with pic |
| Oct 17 | Client profile | Renfrew County CFDC helps support company that builds the “Cadillac of cabinets”  [**http://www.thedailyobserver.ca/2016/09/01/ki-canada-launches-new-product**](http://www.thedailyobserver.ca/2016/09/01/ki-canada-launches-new-product)  (pic in link) | Renfrew County CFDC helps support company that builds the “Cadillac of cabinets”  [**http://bit.ly/2czpxKP**](http://bit.ly/2czpxKP)  Stephen Uhler/Pembroke Daily Observer/Postmedia Network KI Canada officially launched a new product line Aug. 31, and the high tech machinery which manufactures its components, both made possible by grants arranged by the Renfrew County Community Futures Development Corporation (RCCFDC). Taking part in the ribbon cutting ceremony marking the occasion are, going left to right, Dan Mellon, KI general manager, Wendy Stone, controller, Arnie Goldberg, maintenance coordinator, Mavis Hanna, materials manager, Kelley Lemenchick, RCCFDC community development officer, Greg Walace, engineering manager, MPP John Yakabuski, Paul Curtis, RCCFDC board vice-chairman, Harry Lane, HR manager, Jessie Billings, millwright, and Shawn Cybulski, operations manager.In total, some $1.4 million was invested in the venture. |
| Oct 18 | Behind the scenes | Are you a small business owner and would like to share your opinions with the Canada Revenue Agency?  Now is your chance! The CRA would like to get the opinion of the owners of SMEs, the accountants and the levels of books on the way in which it can improve its services and programs to better satisfy their operational needs. Discover how to participate in person or online at <http://www.canadabusiness.ca/eng/blog/entry/5558/>  Image result for canada revenue agency | Share your views on how the Canada Revenue Agency can serve you better. More info here: [http://ow.ly/hurX304hV3w](https://t.co/hlN4Kjrppn) |
| Oct 19 | Promo | CFDCs grow businesses and communities. Find the support you need at [www.cfonatario.ca](http://www.cfonatario.ca)    **Les SADCs: Des leaders de développement économique rural. Trouvez la vôtre pour le soutien**. [www.ontsadc.com](http://www.ontsadc.com)  https://pbs.twimg.com/media/Cpb9C3fXYAEgF07.png | CFDCs grow businesses and communities. Find the support you need at [www.cfonatario.ca](http://www.cfonatario.ca)  Les SADCs: Des leaders de développement économique rural. Trouvez la vôtre pour le soutien. [www.ontsadc.com](http://www.ontsadc.com)  (pic) |
| Oct 20 | Tips | If you want to create content that's worthy of page one rankings, hundreds of social shares and some serious buzz from your customers, it needs to be better than anything else already out there.  <http://www.socialmediatoday.com/marketing/how-create-content-10x-better-your-competitors-infographic>  Image result for be simply the best | How to Create Content 10x Better Than Your Competitors [Infographic] <https://shar.es/1xlRMD> via @socialmedia2day |
| Oct 21 | News | Ontario wants to cut unnecessary red tape to save businesses time and money.  Learn how you can help us improve regulations to better support businesses.  <http://bit.ly/1RPHOF1>  Image result for cutting the red tape  Renseignez-vous sur le Défi pour la réduction des formalités administratives et sur la façon dont vous pouvez nous aider à améliorer les règlements afin de mieux soutenir les entreprises en Ontario. <http://bit.ly/2dpE79h> | Learn how you can help improve regulations to better support businesses in ON. <http://bit.ly/1RPHOF1>  Apprenez comment vous pouvez aider à améliorer la réglementation pour mieux soutenir les entreprises en ON. <http://bit.ly/2dpE79h> |
| Oct 24 | Client profile | How to raise your prices and still keep all your clients <http://cedec.ca/8-tips-implementing-price-increases-without-losing-clients/>  Image result for augmentation de prix  Comment augmenter votre prix sans perdre vos clients  <http://cedec.ca/fr/8-suggestions-pour-augmenter-vos-prix-sans-perdre-de-clients/> | How to raise your prices and still keep all your clients <http://bit.ly/2cIYIH8>  (with pic)  Comment augmenter votre prix sans perdre vos clients  <http://bit.ly/2cIY6Bx> |
| Oct 25 | Reach | Image result for starting a business quote |  |
| Oct 26 | Behind the scenes | Need some help finding information that will help you plan for a successful start to your entrepreneurship journey? Here it is!  <http://www.canadabusiness.ca/eng/page/2856/>  Image result for business in canada  Ces renseignements vous aideront à vous engager dans la voie du succès en affaires. <http://www.entreprisescanada.ca/fra/page/2856/> | This info will help you plan for a successful start to your entrepreneurship journey <http://bit.ly/1ruaTqg>  Ces renseignements vous aideront à vous engager dans la voie du succès en affaires. <http://bit.ly/1u07fcU> |
| Oct 27 | Promo | CFDCs have a proven track record of helping businesses grow. Let us show you how! <http://www.oacfdc.com/member-office-maps>  Image result for grow your business  Les SADCs aident agrandir les entreprises. Demandez-nous comment! <http://www.oacfdc.com/fr/cfdc-area-maps-fr> | Same thing with pic |
| Oct 28 | Tips | For many young people, millennial is something of a dirty word. But the truth is that millennials get a bad rap. They may go about things differently, but today’s young people are making an impact on the world around them.  Image result for millennials bad rap  <http://bit.ly/2cxXmAP> | Young entrepreneurs and the myth of the lazy millennial <http://fw.to/YAwGq7C> (with pic) |
| Oct 31 | Reach | I think this could apply to most entrepreneurs starting out in business!  Happy Halloween!  Image result for halloween business quotes | I think this could apply to most entrepreneurs starting out in business!  (with pic) |

**LEGEND**

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| **CODE** | **TYPE** |
| Tips | Best practices for business, tips, tricks etc. Can feature board member or client expertise. |
| News | CFDC media releases, news or updates, upcoming events etc. |
| Client profile | Share profile of CFDC client |
| Reach | * Inspirational Posts for entrepreneurs and small business owners * Ask a question, call for comments. * Poll to see about behaviour trends/opinions * Sharing interesting articles or social media content (not by CFDC) |
| CFDC Behind the scenes | Posts that show what CFDC staff and volunteers and OACFDC are working on, attendance at events/meetings etc – posts that show involvement and caring about the communities in which it serves, things that offer a human face |
| Promo | Promotional post about the CFDC or OACFDC i.e. We serve xx businesses in the area, come learn more about XX |

**\*\* CFDC Promotional content should be no greater than 20% of your social media posts. The remainder of your posts should come from the remainder of the categories.**