

Social Media – Sample Post Copy + Editorial Calendar

Below you'll find sample social media post copy for major platforms (Facebook, LinkedIn, and Twitter) as well as recommendations around post scheduling and cadence. This content can be paired with the social graphics also available in the toolkit or with your own graphics created using the National PEO Week branding.

RECOMMENDED SCHEDULING: Before National PEO Week (May 11th - 17th)

Announcing National PEO Week

Facebook & LinkedIn Copy: We're looking forward to celebrating National PEO Week May 18-24, recognizing the industry that supports small businesses across the country with HR, payroll, benefits, and compliance. Read the official proclamation from Rep. Erin Houchin in the Congressional Record at peoweek.com. #nationalpeoweek #SmallBusiness

Twitter Copy (280 Characters or Less): We're looking forward to celebrating National PEO Week May 18-24, recognizing the PEOs who support U.S. small businesses with HR, payroll, benefits, and compliance. Read the official proclamation in the Congressional Record at peoweek.com. #nationalpeoweek #SmallBusiness

RECOMMENDED SCHEDULING: During National PEO Week (May 18th - 24th)

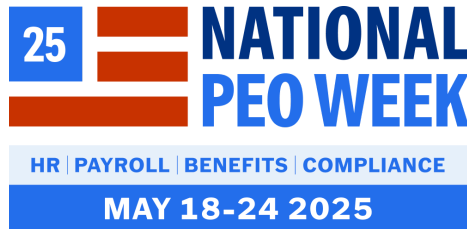
RECOMMENDED CADENCE: 1-2 posts per day. If more than one post in a given day, work to differentiate the themes (e.g. sharing both Industry-wide Pride and Employee Wellness).

Theme: We're in the Business of Small Business

Facebook & LinkedIn Copy: Happy National PEO Week! As a PEO, we take pride in supporting small businesses with their HR, payroll, and compliance needs. We understand the challenges that entrepreneurs face, and we're here to help simplify the process and help businesses thrive. We're in the business of small business! #nationalpeoweek #SmallBusiness

Twitter Copy (280 Characters or Less): Happy National PEO Week! As a PEO, we're here to help small businesses with HR, payroll, and compliance needs. We're proud to support entrepreneurs





on their journey to success. We're in the business of small business! Nationalpeoweeek
#SmallBusiness

Theme: Industry-wide Pride

Facebook & LinkedIn Copy: This National PEO Week, we want to acknowledge the hard work and dedication of our fellow PEOs. We're proud to be a part of an industry that plays such an important role in helping small businesses grow and succeed. Let's continue to work together to support small businesses and entrepreneurs across the country. #nationalpeoweeek #SmallBusiness

Twitter Copy (280 Characters or Less): This National PEO Week, we acknowledge the hard work of our fellow PEOs. We're proud to be a part of an industry that plays a vital role in helping small businesses grow and succeed. Let's work together to support small businesses and entrepreneurs across the country. #nationalpeoweeek #SmallBusiness

Theme: Taking Care of Employees

Facebook & LinkedIn Copy: National PEO Week is an important reminder of how PEOs can help support your employees. By partnering with a PEO, you can offer better benefits to not only take care of your existing workers, but also help attract new talent, ensuring a stronger, happier workforce! #nationalpeoweeek #SmallBusiness

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Theme: Employee Health & Wellness

Facebook & LinkedIn Copy: Happy National PEO Week! We're passionate about supporting employee health and wellness by offering access to affordable health and dental coverage as well as other benefits not always offered at smaller companies. Let's continue to prioritize employee health and wellness in the workplace! #nationalpeoweeek #SmallBusiness

Twitter Copy (280 Characters or Less): Happy National PEO Week! We're passionate about





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supporting employee health and wellness by offering access to affordable health and dental coverage as well as other personalized benefits. Let's prioritize employee health and wellness in the workplace! #nationalpeoweeek #SmallBusiness

Theme: Retirement Benefits

Facebook & LinkedIn Copy: Businesses that use a PEO are twice as likely to offer retirement plans for their employees. #nationalpeoweeek #SmallBusiness

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Theme: Expert Insights

Facebook & LinkedIn Copy: Running a small business can be challenging and PEOs are there to help. As a PEO, we offer our expertise to take the guesswork out of HR and compliance, helping ensure you know how to navigate whatever may come your way. #nationalpeoweeek #SmallBusiness

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Theme: Community Impact

Facebook & LinkedIn Copy: Happy National PEO Week! As a PEO, we're proud to support the small businesses that create jobs and drive economic growth in communities across the country. We are invested in the success of small businesses everywhere! #nationalpeoweeek #SmallBusiness

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Theme: Speaking to Small Business Owners

Facebook & LinkedIn Copy: Happy National PEO Week! As a small business owner, you got into business to sell a great product or service, not to fill out paperwork. By providing payroll, benefits, and HR services, PEOs like us let you get back to the core of your business. We're in the business of small business. #nationalpeoweek #SmallBusiness

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Theme: Policymakers

Facebook & LinkedIn Copy: It's National PEO Week! PEOs help hundreds of thousands of small businesses across the country comply with federal, state, and local laws. These businesses represent more than 4.5 million workers in all 50 states. Supporting small businesses and their employees means supporting PEOs! #nationalpeoweek #SmallBusiness

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