



Social Media Plan

SME DAY | 27 June 2019

Project background



Since 2017, Micro-, small and Medium-sized businesses celebrate their day in recognition of their work in local and global economies. These enterprises, which generally employ fewer than 250 persons, are the backbone of most economies worldwide and play a key role in developing countries.

The General Assembly, recognizing the importance of these enterprises, decided to declare 27 June the **Micro-, Small and Medium-sized Enterprises Day** to raise public awareness of their contribution to sustainable development.



<http://www.un.org/en/events/smallbusinessday/>

About this social media plan

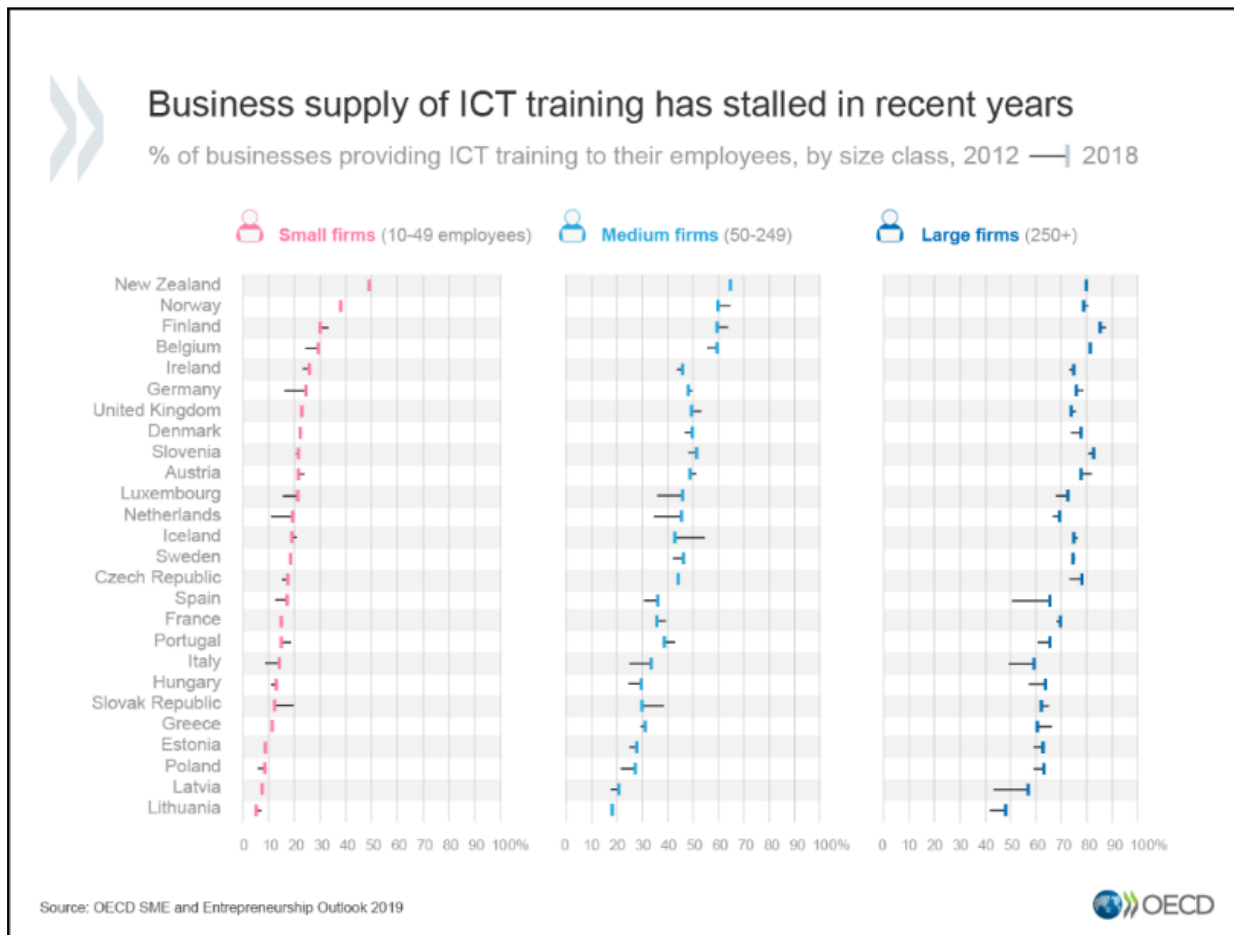
The UN MSME Day offers the opportunity to increase visibility and awareness of these contributions, and to foster dialogue and knowledge exchange on issues of importance for micro-, small and medium-sized enterprises. The OECD invites all of you to commemorate this Day in your own countries. To support your initiatives, we are pleased to share with you an information package containing the latest OECD data and analysis on SMEs, along with key facts and figures. Please feel free to circulate this information in your capitals and to disseminate it through a broad range of channels.

Follow us at @OECD_local
#MSMEDay19 #OECDsme

Tweet 1

  To improve #productivity and compete in the #digital world, more #ICT trainings is needed for SMEs.

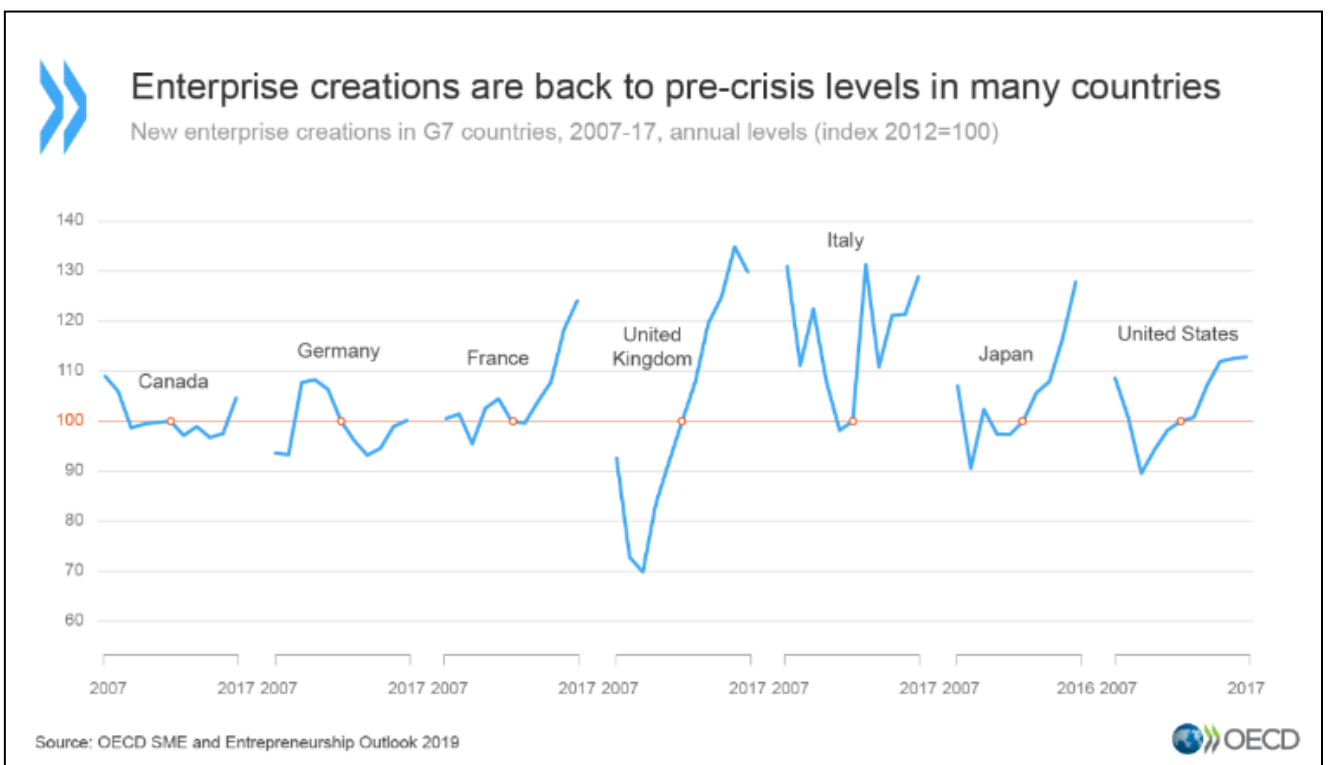
Find out more: oe.cd/2CU #MSMEDay19



Tweet 2

✔ Although SME creation has increased back to pre-crisis levels, most job creation has been in activities with low productivity and wage levels (🍷 restaurants, 🏥 health and 👤🏠 residential care activities).

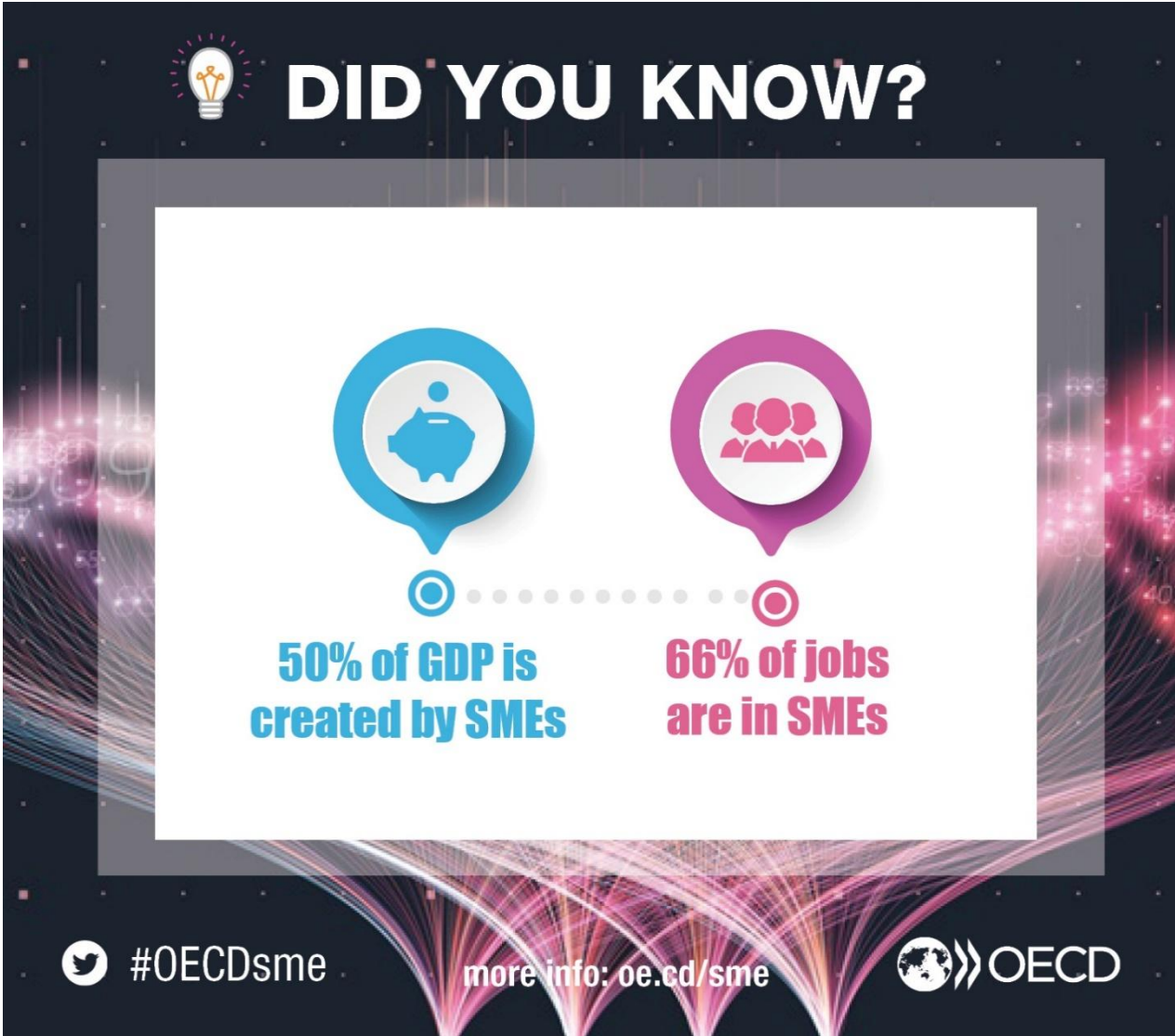
Find out more: oe.cd/2CU #MSMEDay19



Tweet 3

Did you know? 2 out of 3 employees work in small firms with less than 250 employees, SMEs are precisely where the future of work is taking shape.

Find out more: oe.cd/2CU #MSMEDay19



DID YOU KNOW?

50% of GDP is created by SMEs

66% of jobs are in SMEs

#OECDsme more info: oe.cd/sme OECD

The infographic features a dark background with a glowing, fiber-optic-like pattern at the bottom. At the top left is a lightbulb icon. The title 'DID YOU KNOW?' is in large white letters. Below it, two circular icons are connected by a dotted line. The left icon is blue and contains a piggy bank, with the text '50% of GDP is created by SMEs' below it. The right icon is purple and contains three stylized people, with the text '66% of jobs are in SMEs' below it. At the bottom left is a Twitter icon and the hashtag #OECDsme. At the bottom center is the text 'more info: oe.cd/sme'. At the bottom right is the OECD logo.

Tweet 4

💡 There will be no digital revolution without SMEs! @OECD governments and beyond are proactive in their efforts to boost #SME transformation.

Find out more: oe.cd/2CU #MSMEDay19

