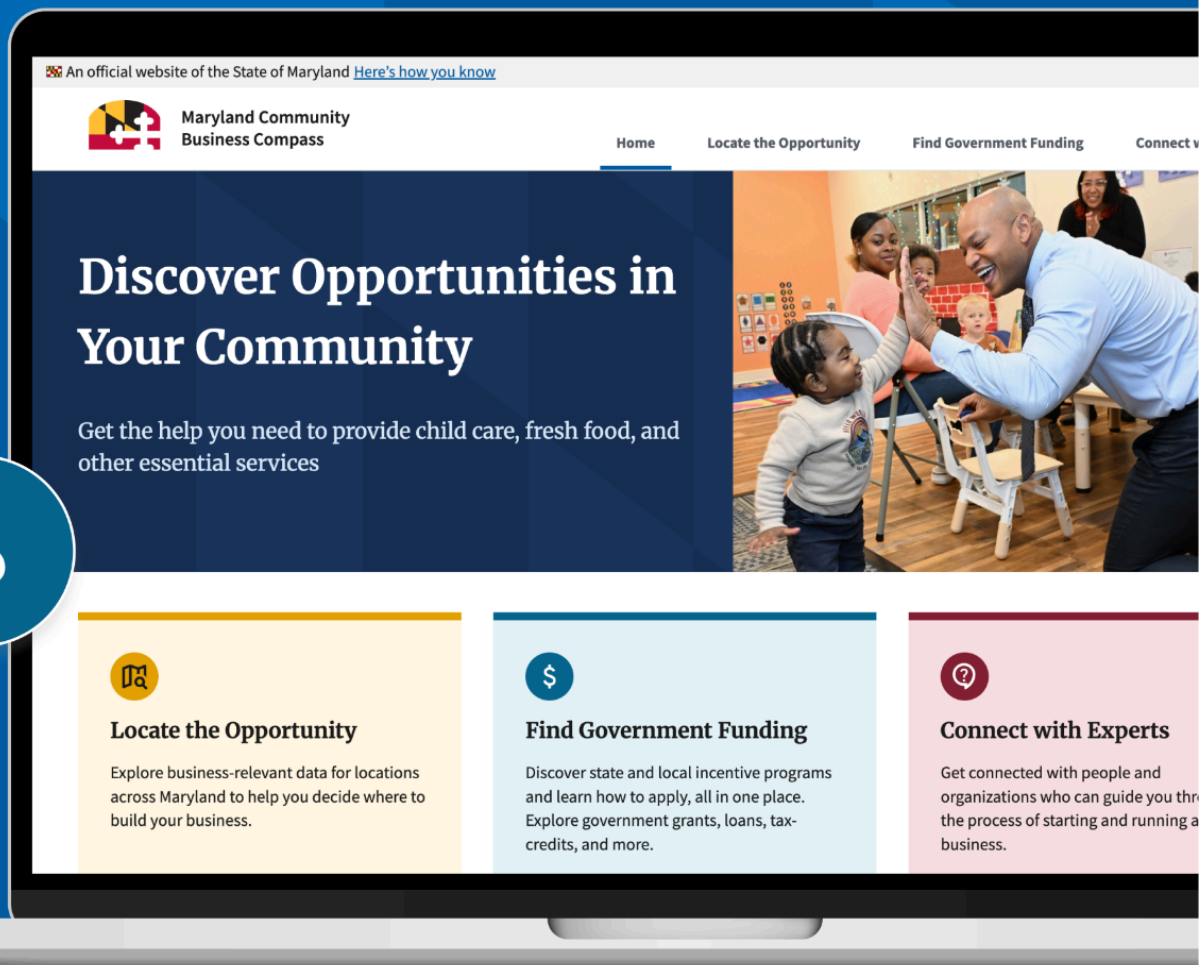


Social Media Toolkit

Launch of the Maryland Community Business Compass (MCBC)



Thank you for joining Governor Wes Moore and the Maryland State Innovation Team for the Launch of the Maryland Community Business Compass (the Compass) on **Wednesday, December 17, 2025 in Baltimore**. By sharing this news, you are helping essential small business owners – starting with child care providers and fresh food entrepreneurs – find the funding and data they need to serve our communities.

We encourage you to use this social media toolkit to help more child care and fresh food providers access the data, incentives, and support.

Table of Contents

Event Graphics & Assets.....3
Hashtags & Tags..... 4
Best Practices..... 4
General Audience Sample Social Media Copy..... 5
Child Care Provider Sample Social Media Copy.....7
Fresh Food Provider Sample Social Media Copy..... 9

Event Graphics & Assets

[Click on this link to access all graphics and assets](#)

Graphic / Asset

Link



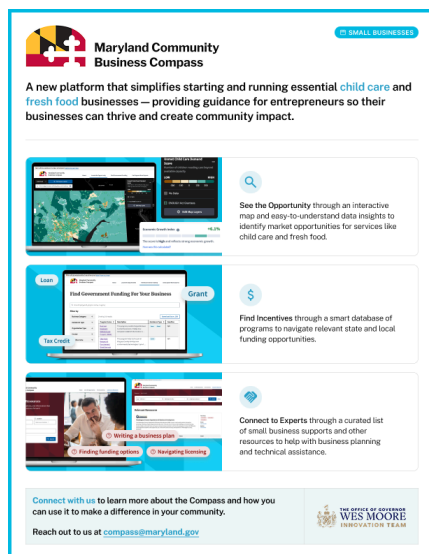
[MCBC Features Carousel \(horizontal\)](#)

Best for: LinkedIn desktop feed, Facebook posts and newsletter visuals



[MCBC Features Carousel \(square\)](#)

Best for: Instagram feed, Facebook feed, and LinkedIn mobile scrolling.



[Small Business MCBC Flyer](#)

Best for: Facebook Group files, LinkedIn Document posts, and email attachments.

Hashtags & Tags

Primary Hashtags:

- #MDCommunityBusinessCompass
- #MDCompassLaunch
- #LeaveNoMarylanderBehind
- #MarylandInnovation
- #MDCompass

Social Media Accounts to Tag:

- LinkedIn: [@marylanditeam](#)
- Instagram: [@marylandinnovation](#)

Official Tool URL: <https://compass.maryland.gov>

Best Practices

Visuals Matter: Posts with images or video get significantly higher engagement. Use the graphics provided or photos from the launch event.

The Copy Provided is Just a Starting Point: Feel free to edit, or create entirely new social posts to share this opportunity in line with your organization's unique voice and style.

Tag MD State agencies: Maryland State Innovation Team, Maryland Department of Housing and Community Development (DHCD), Maryland Department of Commerce.

- LinkedIn: [@marylanditeam](#), [@marylandhousing](#), [@maryland-commerce](#)
- Instagram: [@marylandinnovation](#), [@marylandhousing](#), [@mdbestlife](#)

General Audience Sample Social Media Copy

Who should use this copy?

Organizations that support small businesses, such as *economic development organizations, CDFIs, or small business development centers*, that want to share the new tool and funding opportunities with their network.

Option 1: The "Announcement" (Best for X/Twitter/Short LinkedIn)

Draft 1:

Big news for MD entrepreneurs! Today, @GovWesMoore and the @Maryland State Innovation Team launched the Maryland Community Business Compass. It's a new, free tool that helps small businesses seamlessly navigate funding, community data, and support resources. Check out the Compass now: <https://compass.maryland.gov>

Draft 2:

Finding the grants and loans you're eligible for shouldn't be a maze. The new Maryland Community Business Compass brings state and local incentives into one easy-to-navigate place. Starting today, child care and fresh food providers have a new way to grow. If you're looking to strengthen your child care or fresh food business, check out <https://compass.maryland.gov>.

Option 2: The "Mission-Driven" (Best for LinkedIn/Facebook)

Draft:

Today, @GovWesMoore and the @Maryland State Innovation Team launched the Maryland Community Business Compass. This innovative platform democratizes access to market data, capital, and expert support, helping entrepreneurs grow essential businesses where they are needed most.

If you are looking to strengthen your child care or fresh food business, the Compass can help you:

- **See the Opportunity:** Visualize community needs with community data insights
- **Find the Funding:** Access a centralized database of public funding opportunities
- **Connect with Resources:** Get hands-on support from local experts

Explore the tool today: <https://compass.maryland.gov>

Option 3: Sharing the Compass with Partners & Support Orgs (Small Business Development Centers, Economic Development Organizations, Community Development Financial Institutions)

Draft:

The new Maryland Community Business Compass is now live. It's a free tool designed by the Maryland State Innovation Team to help entrepreneurs find gaps in the market — like child care and fresh food needs — and match them with government grants and loans.

We encourage all business owners in our network to explore the platform. Once you've identified an opportunity or a grant you want to apply for, contact us. We are here to provide the technical assistance you need to get across the finish line.

Explore the tool: <https://compass.maryland.gov>

Option 4: Highlighting New Funding (NourishMD / Child Care Fund)

Draft:

Data + Funding = Impact. Alongside the launch of the #MDCommunityBusinessCompass, the State announced major new funding, including the NourishMD Pilot Program for fresh food retailers and new rounds of Child Care Capital Support. Use the Compass to see if you qualify and find the capital you need to serve your community. <https://compass.maryland.gov>

Child Care Provider Sample Social Media Copy

Who should use this copy?

Organizations or individuals that disseminate information, resources, and news to child care providers.

Newsletter Blurbs

Newsletter Option 1

Subject Line: A Free Tool to Find Funding and Support for Child Care Businesses

No more hunting through multiple websites. No more wondering what you qualify for.

Maryland child care providers now have a powerful new resource at their fingertips. On December 17, Governor Wes Moore and the Maryland State Innovation Team launched the **Maryland Community Business Compass** — a free online platform designed to help you find grants, loans, and incentives all in one place.

Whether you're looking to expand your program, access reimbursements for providing child care, or open a new location, the Compass lets you see where child care is needed most and connects you directly to funding opportunities, including new rounds of the Child Care Capital Support Revolving Loan Fund.

→ **Explore the Compass today at <https://compass.maryland.gov>.**

Newsletter Option 2

Subject Line: See Where Maryland Families Need You Most

Did you know that high-poverty neighborhoods in Maryland have 36% fewer child care centers than affluent areas? The state wants to help providers like you fill that gap.

The new **Maryland Community Business Compass** shows you exactly where demand for child care is highest, what funding is available, and how to connect with local support organizations who can help you every step of the way.

It's free, it's easy to use, and it was built with providers like you in mind.

→ Check it out: <https://compass.maryland.gov>

Facebook Group Posts

Post Option 1

Has anyone else spent way too long trying to figure out which grants or loans you actually qualify for? 😊

Maryland just launched something that might make this easier. It's called the Maryland Community Business Compass, and it pulls all the child care funding programs into one searchable place. It even has a map that shows where child care is needed most near you.

I'm planning to check it out this week. If you try it, let me know what you think!

<https://compass.maryland.gov>

Post Option 2

If you've been overwhelmed trying to track down child care grants/loans... same.

Maryland has a new community business compass that puts child care funding programs in one spot, plus a map of where child care is most needed.

Worth a look: <https://compass.maryland.gov>. If you try it, tell me how it works for you!

Fresh Food Provider Sample Social Media Copy

Who should use this copy?

Organizations or individuals that disseminate information, resources, and news to independent grocers, fresh food entrepreneurs, and community food advocates.

Newsletter Blurbs

Newsletter Option 1

Subject Line: A Free Tool to Help You Launch or Grow Your Fresh Food Business

No more navigating a maze of disconnected data. No more guessing which neighborhoods need you most.

Maryland fresh food providers now have a powerful new resource at their fingertips. On December 17, Governor Wes Moore and the Maryland State Innovation Team launched the **Maryland Community Business Compass** — a free online platform designed to help you find grants, incentives, and business support all in one place.

Whether you are looking to open a new independent market or expand your existing footprint, the Compass helps you pinpoint community needs and connects you directly to critical funding, including programs like NourishMD.

→ **Explore the Compass today at <https://compass.maryland.gov>.**

Newsletter Option 2

Subject Line: See Where Maryland Communities Need Fresh Food Most

Did you know that high-poverty neighborhoods in Maryland have **30% fewer grocery stores** than more affluent areas? The state is committed to helping entrepreneurs like you fill that gap and eliminate food deserts

The new **Maryland Community Business Compass** uses hyper-local data to show you exactly where demand for fresh food is highest, what incentives you are eligible for, and how to connect with experts who can help with site selection and business planning.

It's free, data-driven, and designed to help your business thrive while serving your community.

→ Check it out: <https://compass.maryland.gov>

Facebook Group Posts

Post Option 1

Has anyone else found it impossible to figure out which state grants or loans you actually qualify for to open a grocery store? 🍎🥕😁

Maryland just launched a new tool that might finally make this easier! It's called the Maryland Community Business Compass, and it pulls all the state and local food-related incentives into one searchable database. It even has a map that shows exactly where neighborhoods are underserved and ready for fresh food options.

I'm planning to check it out this week. If you try it, let me know what incentives and resources you're excited to explore in the new year!

<https://compass.maryland.gov>

Post Option 2

If you've been overwhelmed trying to track down funding to expand your independent market... same. 🙄

Maryland has a new "Community Business Compass" that puts all the fresh food grants and loans in one spot — plus a map showing exactly where the highest demand for fresh food is in the state.

Worth a look for anyone trying to grow: <https://compass.maryland.gov>. If you try it, tell me how it works for you!