



Social Media Toolkit

2020 EDITION



Dear EXIM Partners,

In an effort to increase awareness of Export-Import Bank's (EXIM) products for small business, the EXIM small business marketing team has invested a significant amount of time creating new digital content to help explain trade finance and its benefits for American small business.

In this kit, you will find an overview of many forms of digital content ranging from blog posts, eBooks, videos, and more to engage with the small business community. We have also produced some sample Facebook, Twitter and LinkedIn social media posts as examples to facilitate amplification of our key programs and initiatives.

Although we have included these recommendations, we encourage you to take our content and customize posts that are creative, engaging, and meet the needs of your constituency and organization.

For your convenience, we've included shortened links to share via your social media accounts. You'll also find EXIM's official social media accounts and handles, so feel free to tag and follow us as you share this and any other content you find interesting, as well.

We hope you find this toolkit useful, and more importantly, that your small business customers and constituents find it interesting. Additionally, if you have any questions or ideas for new content please feel free to reach out.

Thank you,

A handwritten signature in black ink, appearing to read "Jim Burrows". The signature is fluid and cursive, with a long, sweeping underline that extends to the left.

Jim Burrows
SVP Small Business Group
Export-Import Bank of the U.S.

Connect with EXIM!

Stay up to date with EXIM through our [website](#), [blog](#) and social media channels.



EXIM Blog

grow.exim.gov

- Client Success Stories
- Industry Insights
- News & Updates



Facebook

facebook.com/EximBankUS

- Event notifications
- News & Updates
- Program Updates
- Webinars



LinkedIn

linkedin.com/company/EximBankUS

- News & Updates
- Employee Connections



EXIM Events

exim.gov/events

- Upcoming Event Announcements
- Webinars
- Conferences



Twitter

twitter.com/EximBankUS

Follow: **@EXIMBankUS**

Hashtags: #EXIM #EXIMsupport #exports
#ExportTip #MadeInAmerica #smallbiz



YouTube

youtube.com/user/EximBankofUS

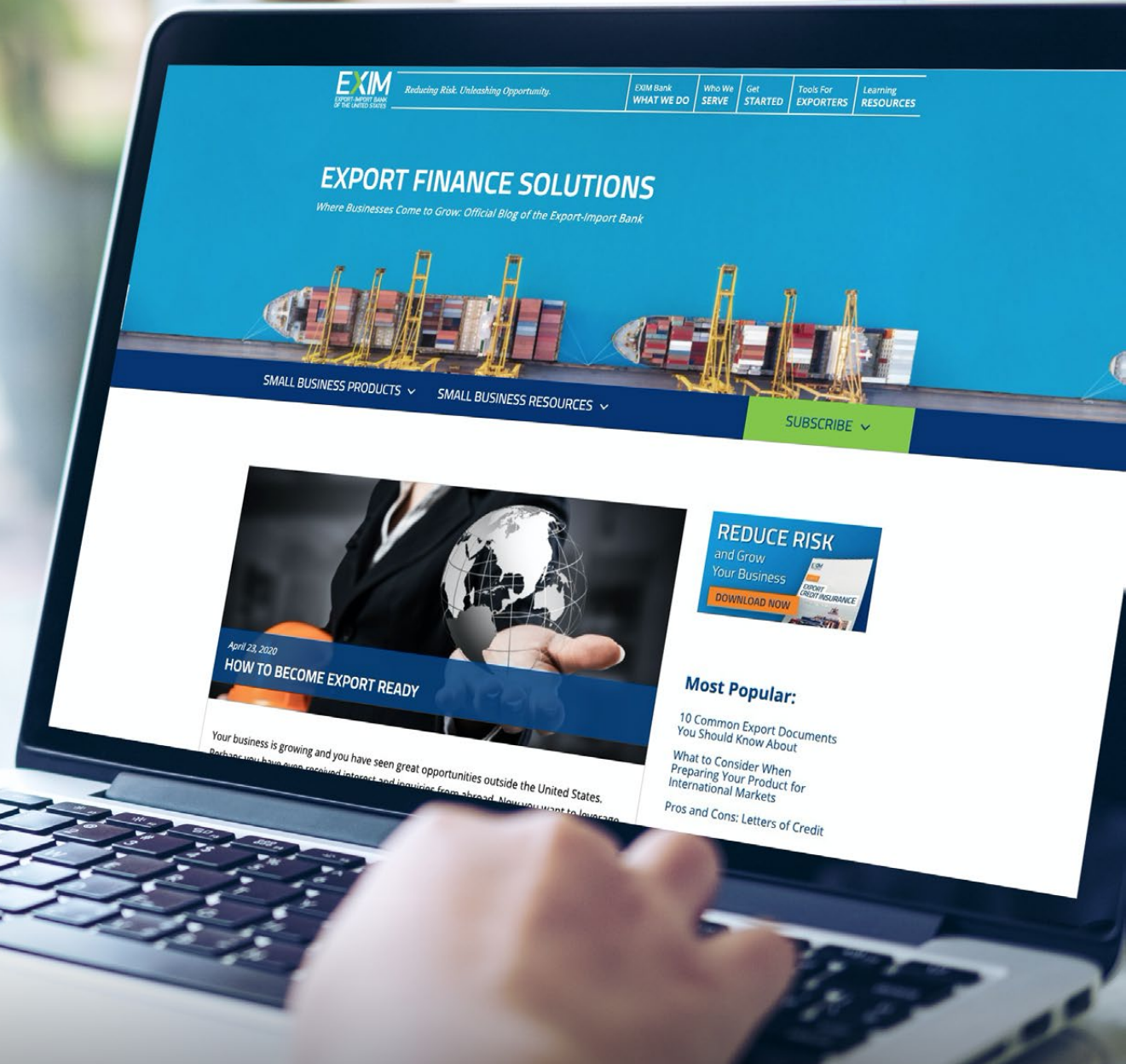
- Annual Conference Reviews
- Customer Testimonials
- EXIM and Small Business Overviews
- “How It Works” Videos
- Webinars

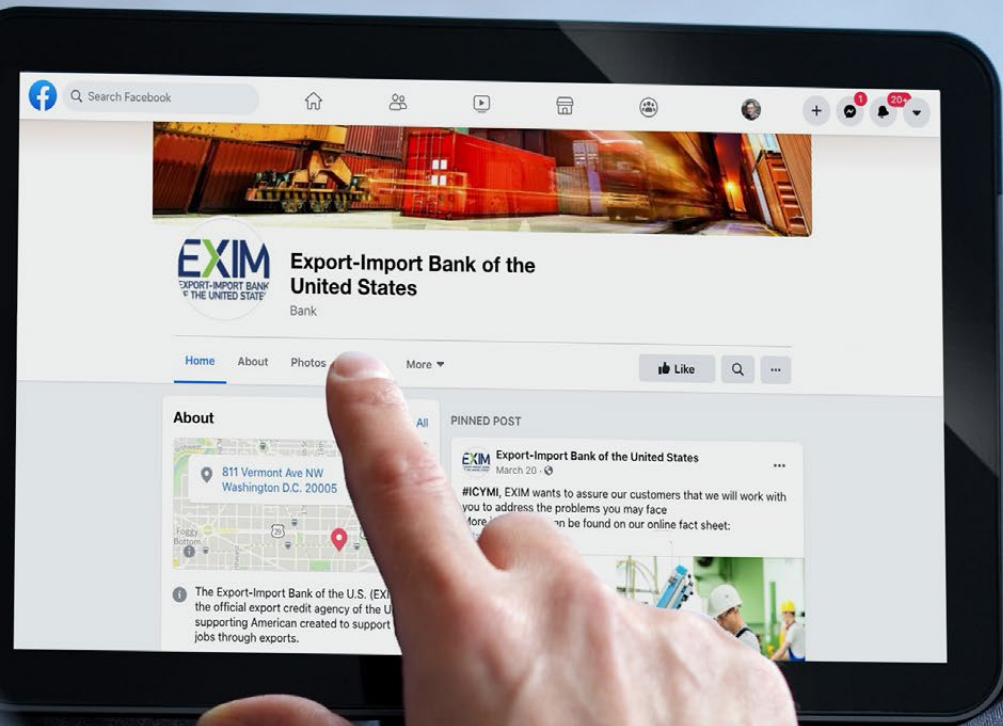


EXIM Blog

Subscribe to *Export Finance Solutions*, the official blog of EXIM, to get news and insights delivered right to your inbox!

grow.exim.gov





Facebook

Follow and Like us on Facebook for the latest news, updates, and webinar and event announcements!

facebook.com/EximBankUS



Twitter

Follow: [@EXIMBankUS](https://twitter.com/EXIMBankUS)

Retweet our posts, and mention our username in your own tweets!

twitter.com/EximBankUS

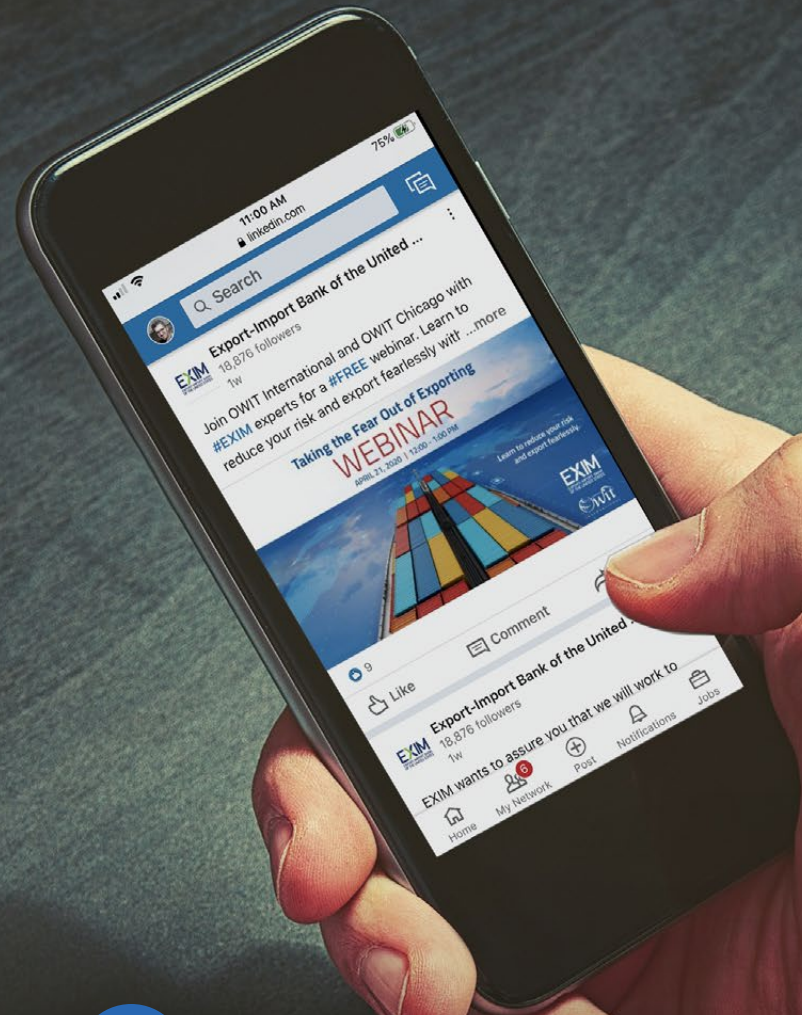




YouTube

Subscribe to our video channel and embed our videos in your own websites!

youtube.com/user/EximBankofUS



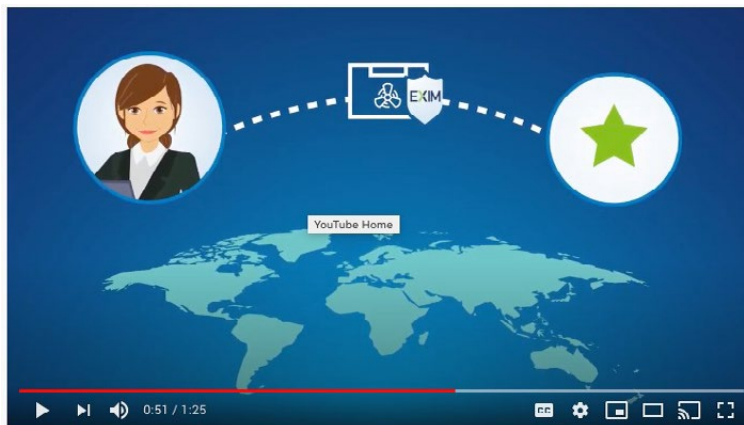
LinkedIn

Share EXIM updates on your own company page or with relevant LinkedIn groups.

linkedin.com/company/EximBankUS

Selling Export Credit Insurance

Export credit insurance is the most used trade finance product from EXIM. Nonetheless, many U.S. small businesses are still unaware of its availability and many valuable uses. Below are a few resources to catch them up to speed:



Video

Title & Description

Export Credit Insurance: How it Works video with case study

An introductory video on how export credit insurance works, and what it can do for a business.

Web Address to Share

Full URL:
grow.exim.gov/export-credit-insurance-video

Short URL:
bit.ly/3hK64Jj

Twitter Facebook

Don't worry about foreign buyer non-payment. Use export credit insurance to protect your business, watch the video #ECI #ExportCreditInsurance #EXIM #EXIM ECI bit.ly/3hK64Jj

Manage #export risk w/ @EXIMBankUS, use credit insurance to grow your exports. Watch the video to find out how: bit.ly/3hK64Jj

LinkedIn

96% of businesses exporting are small businesses. Minimize the risk of exporting by using export credit insurance. Learn how export credit insurance works by watching this video from the Export-Import Bank of the United States: bit.ly/3hK64Jj



Download this and 50+ more eBooks, flyers, and infographics at grow.exim.gov/ebooks

eBooks

Title & Description

eBook: Export Credit Insurance

Provides an overview of export credit insurance with information about how it works, what it covers, and why your company needs it.

Direct Download (not for sharing):
<https://grow.exim.gov/hubfs/ECI.pdf>

Web Address to Share

Full URL:
grow.exim.gov/export-credit-insurance-eci

Short URL:
bit.ly/3beN7w5

Twitter Facebook

Manage risk of nonpayment with your international customer the FREE eBook with insights about Export Credit Insurance: bit.ly/3beN7w5 @EXIMBankUS #EXIM #ECI

Watch video to learn how #EXIM Export Credit Insurance works. Share this FREE Download of EXIM Export Credit Insurance eBook with your friends! bit.ly/3beN7w5 @EXIMBankUS

LinkedIn

Having trouble accessing export financing? Get the financing you need by insuring your business' foreign accounts receivable. Get the FREE guide to export credit insurance from the Export-Import Bank of the United States to learn more. bit.ly/3beN7w5

Blog Posts

Title & Description

Web Address to Share

Twitter Facebook

LinkedIn

Increase your Sales with Export Credit Insurance

Learn how export credit insurance can increase your sales.

Full URL:
grow.exim.gov/blog/5-benefits-of-export-credit-insurance-how-it-can-grow-your-business

Short URL:
bit.ly/3bgZB6v

EXIM Bank provides products to US small businesses. Find out if your small business qualifies for eligibility for insurance protection: bit.ly/3bgZB6v

See how L'ecole used credit insurance to grow #ECI #EXIM #ExportCreditInsurance: bit.ly/3bgZB6v

Watch & Listen to video how US Washington State winery, L'ecole uses EXIM Export Credit Insurance to help their business compete internationally. bit.ly/3bgZB6v

Great Western Products Customer Testimonial

Read about the success of an Alabama popcorn manufacturer who expanded their operations through exporting with EXIM Export Credit Insurance.

Full URL:
exim.gov/about/success-stories/alabama-company-bringing-smiles-faces-worldwide

Short URL:
bit.ly/3gLNzDt

Could your firm use a partner in export finance? Learn how #EXIM Bank could help. bit.ly/3gLNzDt

Looking to export? You should know EXIM Bank. Get introduced! #ECI #Exporting #ExportCredit bit.ly/3gLNzDt

Does your Small Business need help with export finance? Speak with a trade finance advisor today about exporting with the help of EXIM! bit.ly/3gLNzDt

Export Credit Insurance Case Study: Collection 2000 Cosmetics

Case Study on how a Florida-based cosmetic firm used export credit insurance.

Full URL:
grow.exim.gov/blog/export-credit-insurance-case-study-collection-2000-cosmetics

Short URL:
bit.ly/31KqZGW

Insure your #exports w/ @EXIMBankUS & protect against nonpayment. Find out how Collection 2000 saved \$100,000: bit.ly/31KqZGW

READ: How export credit insurance can help firms sell profitability on open account terms. bit.ly/31KqZGW

Did you know export credit insurance is an insurance policy to safeguard nonpayment risk from a foreign buyer? Learn about Collection 2000's experience. bit.ly/31KqZGW

Manage Risk of Foreign Buyer Nonpayment Using Export Credit Insurance

Use export credit insurance to reduce nonpayment risk.

Full URL:
grow.exim.gov/blog/manage-risk-of-foreign-buyer-nonpayment-using-export-credit-insurance





Short URL:
go.usa.gov/39FcV

Better manage risk of nonpayment using export credit insurance. Read EXIM's blog to find out more: go.usa.gov/39FcV

Don't worry about foreign buyer non-payment. Download the free eBook guide about #ExportCreditInsurance to help your business grow with international sales: go.usa.gov/39FcV

Don't worry about foreign buyer non-payment. Learn how to mitigate the risk of exporting and nonpayment by using export credit insurance. Get your free Export Credit Insurance eBook today via download! go.usa.gov/39FcV

Blog Posts (continued)

Title & Description	 Web Address to Share	 Twitter	 Facebook	 LinkedIn
<p>Increase Your Exports by Offering Open Account Terms</p> <p>How export credit insurance can help firms sell profitably on open account terms.</p>	<p>Full URL: grow.exim.gov/blog/export-finance-essentials/expanding-international-sales-through-open-account-terms</p> <p>Short URL: go.usa.gov/39FZY</p>	<p>Learn more about offering Open Account Terms & if it's right for your business. Read #EXIM's blog to find out more: go.usa.gov/39FZY</p>	<p>Worried about offering open account terms to foreign buyers? Concerned about nonpayment? Learn more about Open Account Terms and options available to U.S. exporters. go.usa.gov/39FZY</p>	<p>Worried about offering open account terms to foreign buyers? Concerned about nonpayment? Learn more about Open Account Terms and options available to U.S. exporters. go.usa.gov/39FZY</p>
<p>Factoring 101: Factoring vs. Export Credit Insurance</p> <p>Basic explanation of factoring and export credit insurance.</p>	<p>Full URL: grow.exim.gov/blog/factoring-101-factoring-vs.-export-credit-insurance</p> <p>Short URL: go.usa.gov/39FKz</p>	<p>READ: Protect against foreign customer nonpayment, learn how a Letter of Credit works: go.usa.gov/39FKz</p>	<p>What is the difference between factoring and export credit insurance? go.usa.gov/39FKz</p>	<p>What is the difference between factoring and export credit insurance? Learn how both work and can improve your access to export working capital. go.usa.gov/39FKz</p>
<p>Discounting: Improve Cash Flow and Access Working Capital</p> <p>Basic explanation of discounting and export credit insurance.</p>	<p>Full URL: grow.exim.gov/blog/discounting-improve-cash-flow-and-access-working-capital</p> <p>Short URL: go.usa.gov/39FkF</p>	<p>Learn how discounting accounts receivable can access working capital #ECI #WCLG #EXIM: go.usa.gov/39FkF</p>	<p>Learn how discounting works and how it can improve your business's cash flow: go.usa.gov/39FkF</p>	<p>Learn how discounting works, and how it can improve your business's cash flow on EXIM's blog, <i>Export Finance Essentials</i>. go.usa.gov/39FkF</p>

Selling Working Capital Loan Guarantees

EXIM's Working Capital Loan Guarantees allow U.S. businesses to borrow against export-related assets and obtaining working capital to fulfill export orders. EXIM doesn't replace your commercial bank. EXIM works with your lender to provide a 90% loan guarantee that backs the debt and protects the lender from nonpayment. Below are some resources to educate your customers on the details.



Video

Title & Description

EXIM Working Capital Loan Guarantee Overview

An overview on EXIM Working Capital Loan Guarantee export solution

youtu.be/9VHdmh4MFd4

Web Address to Share

Obtain Working Capital Funds to Finance Export Sales #EXIM #WorkingCapitalLoan #Exporting youtu.be/9VHdmh4MFd4

Twitter Facebook

Need working capital for materials, equipment, and labor? Learn how #EXIM can help youtu.be/9VHdmh4MFd4

LinkedIn

Learn how #EXIM working capital guarantee program can support your businesses #exporting needs youtu.be/9VHdmh4MFd4



Blog Posts

Title & Description

Web Address to Share

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LinkedIn

Lund's Fisheries Exports Frozen Food Around The World

Success story of how Lund's Fisheries uses Export Credit Insurance and Working Capital Loan Guarantees to help expand into global markets

Full URL:
grow.exim.gov/blog/lunds-fisheries-exports-frozen-food-around-the-world

Short URL:
bit.ly/3hFxlTU

Learn how Lund's Fisheries expanded their global sales with the help of @EximBankUS #exporting #EXIM bit.ly/3hFxlTU

Small Businesses, like Lund's Fisheries are using #EXIM trade solutions such as #ExportCreditInsurance & #WorkingCapitalLoanGuarantees to help expand their global sales bit.ly/3hFxlTU

Learn more about how a family-owned seafood business expanded their global reach with the help of #EXIM bit.ly/3hFxlTU

EXIM: Protecting Small Businesses and Driving Economic Growth

Blog post on how small businesses can protect themselves with solutions from EXIM, such as ECI & Working Capital Loan Guarantees

Full URL:
grow.exim.gov/blog/exim-protecting-small-businesses-and-driving-economic-growth




Short URL:
bit.ly/3lxVRIS

Learn how small businesses can protect themselves with the help of @EximBankUS #exporting #EXIM bit.ly/3lxVRIS

Small Businesses are using #EXIM trade solutions such as #ExportCreditInsurance & #WorkingCapitalLoanGuarantees to help expand their global sales bit.ly/3lxVRIS

Learn more about how small businesses can protect themselves while exporting with the help of #EXIM bit.ly/3lxVRIS

Blog Posts (continued)

Title & Description	 Web Address to Share	 Twitter	 Facebook	LinkedIn
<p>Surety Bonds for Exporters: What is a Bid Bond?</p> <p>A basic explanation of one type of surety bond: a bid bond.</p>	<p>Full URL: grow.exim.gov/blog/surety-bonds-for-exporters-what-is-a-bid-bond</p> <p>Short URL: bit.ly/31GA83l</p>	<p>Learn how to use bid bonds while exporting. Check out this piece from @EXIMBankUS: bit.ly/31GA83l</p> <p>Find out how to use working capital from @EXIMBankUS to finance your bid bond: bit.ly/31GA83l</p>	<p>Learn what a bid bond is and how it works in this blog post from the Export-Import Bank of the United States: bit.ly/31GA83l</p>	<p>Learn what a bid bond is and how it works in this blog post from the Export-Import Bank of the United States: bit.ly/31GA83l</p>
<p>Surety Bonds for Exporters: What is a Performance Bond?</p> <p>A basic explanation of one type of surety bond: a performance bond.</p>	<p>Full URL: grow.exim.gov/blog/surety-bonds-for-exporters-what-is-a-performance-bond</p> <p>Short URL: go.usa.gov/39FNF</p>	<p>What's a Surety Bond? Learn how a performance bond works and how to finance it: go.usa.gov/39FNF</p> <p>Find out how to use working capital from @EXIMBankUS to finance your performance bond go.usa.gov/39FNF</p>	<p>Learn what a bid bond is and how it works in this blog post from #EXIM: bit.ly/31GA83l</p>	<p>Learn what a performance bond is and how it works in this blog post from the Export-Import Bank of the United States: go.usa.gov/39FNF</p>

Title & Description

 **Web Address to Share**

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 **LinkedIn**

eBook: Working Capital Loan Guarantees

Provides an overview of the working capital guarantee program, outlines how it works, and some of its many uses.

Direct Download (not for sharing):
<https://grow.exim.gov/hubfs/WCLG.pdf>

Full URL:
grow.exim.gov/wclg-guide

Short URL:
bit.ly/3hWINoU

Find out how an @EXIMBankUS guarantee can unlock financing from your bank, get the FREE eBook: bit.ly/3hWINoU

Obtaining capital is the biggest challenge facing U.S. #exporters. Access financing w/ @EXIMBankUS. Get the free eBook to learn more: bit.ly/3hWINoU

Find out more about what a working capital loan guarantee from the Export-Import Bank of the United States can do for your business. Get the FREE eBook today: bit.ly/3hWINoU



Download this and 50+ more eBooks, flyers, and infographics at grow.exim.gov/ebooks



Success Stories

Title & Description

Web Address to Share

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EXIM Helps Increase Arizona Company's Line of Credit

Success story of how an AZ small business utilized EXIM Working Capital Loan Guarantee to increase their overall line of credit with their lender and achieve higher exporting sales.

Full URL:
exim.gov/about/success-stories/exim-helps-increase-arizona-companys-line-credit

Short URL:
bit.ly/31J4UZh

Find out how @EXIMBankUS helped a AZ company maximize their line of credit bit.ly/31J4UZh

Find out how @EXIMBankUS helped an AZ company maximize their line of credit by including foreign accounts receivable as collateral in its borrowing base #EXIM #WorkingCapitalLoanGuarantee #Exporting bit.ly/31J4UZh

Find out how @EXIMBankUS helped a AZ company maximize their line of credit, by including foreign accounts receivable as collateral in its borrowing base #EXIM #WorkingCapitalLoanGuarantee #Exporting bit.ly/31J4UZh

California Company's First International Deal Due to EXIM Working Capital Loan Guarantee

Success story of a CA business winning its first international sale because of #EXIM Working Capital Loan Guarantee.

Full URL:
exim.gov/about/success-stories/california-companys-first-international-deal-due-exim-bank-guarantee

Short URL:
bit.ly/2YNB9F2





Find out how @EXIMBankUS helped a CA company win it's first international deal bit.ly/2YNB9F2

Find out how @EXIMBankUS helped a CA company win their first international deal, by utilizing #EXIM #WorkingCapitalLoanGuarantee bit.ly/2YNB9F2

Find out how @EXIMBankUS helped a CA company win their first international deal, by utilizing #EXIM #WorkingCapitalLoanGuarantee bit.ly/2YNB9F2



Success Stories (continued)

Title & Description	 Web Address to Share	 Twitter	 Facebook	 LinkedIn
Connecticut Firm Fulfilling Export Orders Since 1996, Thanks to EXIM Success story of a CT business utilizing #EXIM WCLG and financing their exports.	Full URL: exim.gov/about/success-stories/connecticut-firm-fulfilling-export-orders-1996-thanks-exim Short URL: bit.ly/3lyOhHM	Find out how @EXIMBankUS helped a CT company win fulfill their exports since 1996 bit.ly/3lyOhHM Find out how an @EXIMBankUS helped a CT company win fulfill their exports since 1996, by utilizing #EXIM WCLG bit.ly/3lyOhHM	Find out how @EXIMBankUS helped a CT company win fulfill their exports since 1996, by utilizing #EXIM #WorkingCapitalLoanGuarantee bit.ly/3lyOhHM	
EXIM Streamlines the Performance Bond Process for West Virginia Company Success story of a WV company utilizing their local bank and utilizing #EXIM Working Capital Lender Loan Guarantee to finalize a large international sale.	Full URL: exim.gov/about/success-stories/exim-streamlines-performance-bond-process-for-west-virginia-company Short URL: bit.ly/34UAJR6	Find out how @EXIMBankUS helped a WV company finalize a \$5.1 million international sale bit.ly/34UAJR6 Find out how @EXIMBankUS helped a WV company finalize a \$5.1 million international sale, by utilizing #EXIM WCLG bit.ly/34UAJR6	Find out how @EXIMBankUS helped a WV company finalize a \$5.1 million international sale, by utilizing #EXIM #WorkingCapitalLoanGuarantee bit.ly/34UAJR6	
South Dakota Exporter Sells Fire Trucks to Istanbul with EXIM Bank Support Success story of how a SD exporter has used #EXIM solutions since 2005 to help finance over \$18 million in exports.	Full URL: exim.gov/about/success-stories/south-dakota-exporter-sells-fire-trucks-istanbul-exim-bank-support Short URL: bit.ly/32G5WVh	Find out how @EXIMBankUS supported a SD company finalize over \$18 million in exports #WorkingCapitalGuarantee bit.ly/32G5WVh Find out how @EXIMBankUS supported a SD company finalize over \$18 million in exports, by utilizing #EXIM #WCLG bit.ly/32G5WVh	Find out how @EXIMBankUS supported a SD company finalize over \$18 million in exports, by utilizing #EXIM #WorkingCapitalLoanGuarantee bit.ly/32G5WVh	



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