**Social Media Campaign: UN MSME Day 2024**

**Overview**

To spark a conversation around [United Nations’ annual Micro-, Small- and Medium-Sized Enterprises Day](https://sdgs.un.org/events/msme-day-2024-leveraging-power-and-resilience-micro-small-and-medium-sized-enterprises) (MSME Day) on June 27, which highlights the important role MSMEs have in achieving the UN [Sustainable Development Goals](https://sdgs.un.org/goals), IFAC has developed a social media toolkit for you to consult as you plan your related communications activities.

This toolkit provides copy that you can use on your social channels leading up to MSME Day and on the day itself. Several corresponding graphics, numbered 1 to 6, have been included with this document for posting along with the suggested copy.

IFAC would also like to highlight a [new article](https://www.ifac.org/knowledge-gateway/discussion/rising-challenges-sustainability-new-opportunities-supporting-small-businesses) on our Knowledge Gateway, "Rising to the Challenges of Sustainability: New Opportunities for Supporting Small Businesses," which focuses on how the accountancy profession—particularly SMPs—can support SMEs through the sustainability transformation. Please feel free to refer to this resource in your related posts.

Below is the suggested language for posts leading up to, and on, June 27th.

**Before June 27th**

June 27th is **[tag]**United Nations Micro-, Small-, and Medium-sized Enterprises Day (#MSMEday) – a time to recognize the critical importance of small businesses to economic growth and achieving the #SDGs.

* + **Attach Graphic 1, 2, 3, 4, or 5**

On June 27th we celebrate **[tag]**United Nations Micro-, Small-, and Medium-sized Enterprises Day (#MSMEday). These businesses are the backbone of the global economy.

* + **Attach Graphic 1, 2, 3, 4, or 5**

June 27th is **[tag]**United Nations Micro-, Small-, and Medium-sized Enterprises Day (#MSMEday). The **[tag]**WTO highlights the importance of these businesses to global and local economies – and their need for support from all stakeholders. <https://bit.ly/3Cma5Qq>

* + **Attach Graphic 6** (Quote from WTO: “95% of companies across the globe are MSMEs, accounting for 60% of the world's total employment.”)

**On June 27th (MSME Day)**

Happy Micro-, Small-, and Medium-sized Enterprises Day (#MSMEDay)! As trusted advisers to SMEs, small- and medium-sized practices have a huge role in shaping the transformation to a sustainable future. The International Federation of Accountants (IFAC) has identified four key challenges and opportunities for SMEs and SMPs in a new article: <https://bit.ly/4c613aq>

* + **Attach Graphic 7** (Quote from IFAC article: “Sustainability starts with a mindset change—and any change like this needs to be built from the bottom. The start of the journey is helping SMEs understand the business case for sustainability.”)

Today we celebrate **[tag]**United Nations Micro-, Small-, and Medium-sized Enterprises Day (#MSMEday)! The **[tag]**WTO highlights the importance of these businesses to global and local economies – and their need for support from all stakeholders. <https://bit.ly/3Cma5Qq>

* + **Attach Graphic 6** (Quote from WTO: “95% of companies across the globe are MSMEs, accounting for 60% of the world's total employment.”)

Happy Micro-, Small-, and Medium-sized Enterprises Day (#MSMEday)! Today the **[tag]**United Nations celebrates the contributions of small businesses to global and local economies.

* + **Attach Graphic 1, 2, 3, 4, or 5**

Happy Micro-, Small-, and Medium-sized Enterprises Day (#MSMEday)!

* + **Attach Graphic 1, 2, 3, 4, or 5**

Today is Micro-, Small-, and Medium-sized Enterprises Day (#MSMEday) – a day to a day to recognize and celebrate the critical importance of small businesses to economic growth and achieving the [tag]United Nations #SDGs.

* + **Attach Graphic 1, 2, 3, 4, or 5**