

Latino-owned businesses are an integral part of our communities. From restaurants to retail stores, to everything in between, they help keep our neighborhoods thriving. While many Latino small business owners embrace technology, some are still missing the digital skills needed to grow and scale their business, especially in the wake of the COVID-19 crisis. Google is committed to providing resources to help the Latino business community get the skills, tools, and training they need to sustain and scale.

In support of Hispanic Heritage Month (September 15 - October 15), Google.org has made a \$3M grant to Hispanics in Philanthropy's PowerUp Fund, to directly support hundreds of Latino-owned small businesses with access to capital and the training they need to successfully leverage the capital to overcome the economic downturn and continue to grow. Qualifying small businesses can apply [here](#) through October 14, 2020. Grow with Google has also launched a [new website](#) for Latino-owned businesses with resources in Spanish, including virtual OnAir workshops, Primer minicourses, and more.

Thank you for your partnership in getting the word out to Latino businesses in your community. **Please see below for social media suggestions and some language for social posts.**

Guidelines for posting:

Include the hashtag #GrowWithGoogle. This will loop your posts into the larger conversation on social. It will also help our team find and engage with your posts from Google-owned channels.

- **When referencing the grant,** please tag @googleorg and include the hashtag #PowerUpFund

Drive your community to free resources. All of Grow with Google's resources for Latino business owners can be easily found at <https://grow.google/pasoapaso/> or see [here](#) for the full Spanish experience. Google.org grant application can be found at: <https://powerupfund.org/powerup>

Give a shout out to a local Latino-owned business. Despite the challenges COVID-19 brought, many businesses have found ways to continue to operate. Share a success story or an anecdote about a local Latino-owned business in your community.

Share our resource sizzle video. Link to this [YouTube video](#) or upload the [GIF format](#) along with your social posts, emails, etc. to get your followers excited with a snapshot of Grow with Google offerings.

Posts you can reshare: Here are some posts that will go live on Google-owned social channels on 9/14. Links will be added when posts are live.

<p>Facebook Google Small Business post (English & Spanish)</p>	<p>Twitter Google Small Business post (English & Spanish)</p>	<p>LinkedIn Google Small Business post (English) Google Small Business post (Spanish)</p>
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Sample social copy:

Option 1 (English version)

In the spirit of #HispanicHeritageMonth, #GrowWithGoogle launched a new resource hub to support Latino-owned businesses with free digital skills training in Spanish, a marketing kit, and more → <https://grow.google/pasoapaso/>

Grow with Google

Google.org

Opción 1 (Spanish version)

En espíritu de #HispanicHeritageMonth, #GrowWithGoogle ha lanzado un nuevo centro de recursos en español para ayudar a empresas latinas a crecer, que incluye capacitación gratuita en habilidades digitales, un kit de marketing y más → https://grow.google/intl/es-419_us/pasoapaso/ #PasoAPaso

Option 2 (English version)

As part of #HispanicHeritageMonth, @googleorg is announcing a \$3M grant to @BeHIPGive #PowerUpFund to provide Latino-owned businesses in CA, TX, NY with access to capital and training to help them grow. Apply at → <https://powerupfund.org/powerup> #GrowWithGoogle

Opción 2 (Spanish version)

Como parte de #HispanicHeritageMonth, @googleorg está anunciando una donación de \$3 millones a @BeHIPGive #PowerUpFund para apoyar a las PyMEs de Latinos en CA, TX, NY con acceso a capital y capacitación. Puedes aplicar en → <https://powerupfund.org/powerup> #GrowWithGoogle

Questions? Reach out to mnitti@google.com.