



Digital Marketing Toolkit



Support us on social media

In 2026, Family Business UK celebrates **25 years of championing the unique power of family enterprise**. This landmark conference, '**Legacy Meets Leadership**', brings together visionary founders, next-gen leaders, and sector pioneers to explore how family businesses and private firms can lead the charge in economic growth, innovation, technology, and social responsibility. Here is our Annual Conference 2026 Digital Marketing Toolkit, designed to help you join in with our celebrations.

You can use this toolkit to **join the conversation**, share your story, and help us **celebrate** the power of UK family businesses at home and those reaching beyond borders.

Key messages for you to include

- Family businesses are the **beating heart of communities** right across the country.
- Family businesses are the **backbone of the economy, employing millions of people**. They stand out for their long-term vision, people-first values, and commitment to sustainable growth.
- Family businesses are proving that local roots and global ambition thrive together, strengthening communities while **contributing to our global success**.

Please film & share a short video

Film setup

Use your phone or camera in **portrait orientation** - best for social media.

Find a **quiet, well-lit space** - natural light from a window works best.

Make sure **your background reflects your business** - workshop, office, etc.

Keep the **camera steady** - use a tripod (if you have one) or rest it on a stable surface.

Prepare your message

Introduce yourself: "I'm [Name] from [Business Name], based in [Location]."

Share your story: Tell us about yourself and your business. Where are you based, what do you do, how many generations, what makes you special?

Tell us your legacy: "From one generation to the next, here's how our family business continues to evolve."

Tell us what makes you proud - proud to be a family business and part of FBUK's Conference

Send or post

Post directly to your channels using **#FBUK2026 #LegacyLeadership #FBUKConference26**

Or email your video to **info@familybusinessuk.org** so we can feature it in campaign content.

LinkedIn: @Family_Business_UK

X: @FamilyBizUK

Facebook: Family Business UK

Make sure to ask permission before using any photos or videos of people!

Ready made assets to share

If you don't have time to create a video, don't worry! We've got you covered. We've provided ready-made assets for you to download & share on your social media channels to help you promote our Annual Conference quickly & easily! (In the zip file)



Captions for your social posts

LinkedIn & Facebook

Family Business UK's Annual Conference 2026 will be a defining moment for the future of family enterprise, as we celebrate 25 years of championing family businesses across the UK.

This year's theme 'Legacy Meets Leadership', will bring together visionary founders, next-gen leaders and sector pioneers to explore how family businesses and private firms are driving economic growth, innovation, technology and social responsibility.

Join the conversation, share your story and help us celebrate the power of UK family businesses at home and beyond.

#FBUK2026 #LegacyLeadership #FBUKConference26

X

#FBUK2026 - Legacy Meets Leadership will unite founders, next-gen leaders and pioneers shaping the future of family enterprise.

#LegacyLeadership #FBUKConference26

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Use the hashtags:
#FBUK2026
#LegacyLeadership
#FBUKConference26