

Digital marketing toolkit



FAMILY
BUSINESS
WEEK 2026

23-27 November
Local growth



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Family Business Week

Get involved!

Family Business Week is FBUK's annual flagship campaign celebrating the contribution of family businesses across the UK and showcasing the people and places that make them a success. Taking place from **23–27 November 2026**, Family Business Week shines a spotlight on the millions of family businesses across the UK that form the backbone of our economy and local communities. This year, we'll celebrate the vital role family-owned businesses play in **driving local growth - creating jobs, strengthening communities, investing locally and supporting a more resilient UK economy.**

Use this toolkit to join the conversation, showcase local family businesses and celebrate the businesses that have been building Britain for generations. Let's shine a light on the people, places and family businesses making a lasting difference across the UK.

What does your business mean to your community?

Family businesses are at the heart of communities across the UK. During Family Business Week, we're inviting Members and family businesses to share the **stories, people and places behind their businesses.**

- **Where did your business begin?** Share when and where it started, who founded it and the story behind its origins.
- **How many generations have been involved?** Celebrate your family legacy and share how different generations have shaped the business over time.
- **How do you support your local area?** Show how your business makes a difference - from creating jobs and supporting local businesses to investing in community initiatives.

Please film & share a short video

Film setup

Use your phone or camera in **portrait orientation** – ideal for social media.

Take a walk around your **local area** and showcase a family business that makes a difference in your community.

Prepare your message

Introduce yourself: “Hi, I’m [Name] from [Business/Organisation]...”

Celebrate local family businesses: “This Family Business Week, we’re celebrating the family businesses in [LOCATION] that create jobs, invest locally and help our communities thrive.”

Share your story: Tell us what makes the business special, how many generations have been involved and the difference they make locally.

Send or post

Post directly to your channels using **#FBW26 on LinkedIn, Facebook, Instagram and Twitter**

Please tag us:

LinkedIn: @Family_Business_UK

X: @FamilyBizUK

Facebook: Family Business UK

Instagram: @familybusinessuk_

Use the hashtag **#FBW26**

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

Assets to share

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 Family Business Week quickly & easily! **You can download the assets from the zip file this PDF file was in.** Feel free to add your logo to the third image.



Banners



Use one of our Family Business Week banners across your email signature, website or digital communications. They're an easy way to show your support for Family Business Week and celebrate the contribution of family businesses across the UK.



Captions to post alongside assets

Long version

It's Family Business Week! 🎉

From 23–27 November 2026, we're proud to be celebrating our family business and the role we play in our local community.

Family businesses are about more than what we do - they're about the people, relationships and communities that we've built alongside our business over generations. From creating local jobs and supporting other businesses to investing in our community, we're proud of the contribution we make to the place we call home.

We'd also like to thank everyone who plays a part in our business - from our employees and customers to our suppliers, partners and wider community. Your support helps make our story possible.

This Family Business Week, we're celebrating our story, our people and our community - and the many family businesses across the UK that are building Britain for generations.

Thank you to Family Business UK (FBUK) for shining a spotlight on the contribution family businesses make across the country.

Follow [FBUK handle] and join the conversation by sharing your story.
#FamilyBusinessWeek #FBW26 #FamilyBusiness #FBUK #LocalGrowth

Short version

It's Family Business Week! 🎉

From 23–27 November, we're celebrating family businesses, their people and the communities they help build across the UK.

Share your story and join the conversation with @FamilyBusinessUK.

#FamilyBusinessWeek #FBW26 #FamilyBusiness #FBUK
#LocalGrowth

Please tag us:

LinkedIn: @Family_Business_UK

X: @FamilyBizUK

Facebook: Family Business UK

Instagram: @familybusinessuk_

Use the hashtag #FBW26

Scan the QR code, visit familybusinessuk.org/fbw or email info@familybusinessuk.org to find out more.

