



2023 Illinois Asian American & Pacific Islander Heritage Month Social Media Toolkit

The Illinois Department of Commerce and Economic Opportunity (DCEO) is honored to celebrate Asian American & Pacific Islander (AAPI) Heritage Month. Throughout May, DCEO is hosting events, spotlighting businesses owned by Asian American & Pacific Islanders (AAPI) in Illinois, and more – learn more about how to get involved and support Asian American & Pacific Islander (AAPI)-owned businesses throughout the state [here](#).

Below, you will find tips, sample social media posts, graphics and ideas on how to raise awareness and encourage those in your network to celebrate Asian American & Pacific Islander (AAPI) Heritage Month.

SOCIAL MEDIA TIPS:

- Be sure to use the official hashtags in order to amplify the movement:
 - #ILAAPIHM2023
 - #ILAAPIInBusiness
- Follow, Tag & RT DCEO and your favorite AAPI-owned businesses in Illinois to show support:
 - DCEO Handle: @IllinoisDCEO
 - [DCEO Facebook](#)
 - [DCEO Twitter](#)
 - [DCEO LinkedIn](#)
- Use visuals, like the provided graphics below or a photo of you, at your favorite AAPI-owned business in Illinois.
- Link to DCEO's Asian American & Pacific Islander Heritage Month landing page for helpful resources: bit.ly/ILAAPIHM2023
- Make it your own! Tailor content to your stakeholders.

LINKS AND RESOURCES:

Below are links where you can find information about upcoming events, resources, businesses and programs:

- [DCEO's Asian American & Pacific Islander Heritage Month 2023 Page](#)
 - Includes events and resources for celebrating Asian American & Pacific Islander Heritage Month.
- [Illinois Office of Minority Economic Empowerment \(OMEE\) Page](#)
 - Resources for AAPI-owned businesses, information on events and more.

Business Directories Featuring Illinois AAPI-Owned Businesses

Below are a few business directories which include AAPI-owned businesses:

- Chicago Chinatown Chamber of Commerce Business Directory | [link](#)
- Let's Talk Womxn Chicago (*Full list which includes AAPI food & beverage female business owners & entrepreneurs*) | [link](#)
- OCA Greater Chicago's 2023 AAPI Restaurant Week Directory | [link](#)
- Refine Collective (*AAPI-Owned listing*) | [link](#)

SAMPLE SOCIAL MEDIA POSTS:

GENERAL ASIAN AMERICAN & PACIFIC ISLANDER HERITAGE MONTH KICKOFF POST:

Join the State of Illinois in celebrating Asian American & Pacific Islander Heritage Month:

- ✓ Attend events hosted by @illinoisDCEO: bit.ly/ILAAPIHM2023
- ✓ Support AAPI-owned businesses
- ✓ Spread the word using #ILAAPIHM2023

POSTS ENCOURAGING STAKEHOLDERS TO HIGHLIGHT LOCAL AAPI-OWNED BUSINESSES:

Have a favorite AAPI-owned business? Show your support this #ILAAPIHM2023 by visiting & tagging them on social media. Learn more ways to celebrate by visiting @illinoisDCEO's site: bit.ly/ILAAPIHM2023

Illinois has the best AAPI-owned businesses! This #ILAAPIHM23, I'm supporting my favorite spot -- [TAG BUSINESS]. #ILAAPIInBusiness

Let's celebrate Asian American & Pacific Islander Heritage Month by supporting AAPI-owned businesses throughout Illinois. My favorite business is [TAG BUSINESS] in [CITY]. What's yours? #ILAAPIHM23 #ILAAPIInBusiness

SAMPLE NEWSLETTER OR E-BLAST

Celebrate Asian American & Pacific Islander Heritage Month!

Throughout Asian American & Pacific Islander Heritage Month, [ORGANIZATION] is joining the State of Illinois to honor the contributions of Illinois Asian Americans & Pacific Islanders in May and beyond. This includes highlighting a series of events to assist businesses, lifting up AAPI business owners & entrepreneurs, and participating in a social media campaign that encourages elevation of AAPI-owned businesses throughout Illinois.

Visit the Illinois Department of Commerce and Economic Opportunity's (DCEO) Asian American & Pacific Islander Heritage Month page to get involved: bit.ly/ILAAPIHM2023

GRAPHICS

Below is a collection of graphics that can be shared and used in eblasts, newsletters and via social media to help promote Asian American & Pacific Islander Heritage Month.

To save graphics, select the image and then right click on the preferred graphic and “Save as Picture” to your files.

Facebook



LinkedIn



Twitter

