FRANCHISE MEANS
LOCAL
GET INVOLVED

CAMPAIGN OVERVIEW

Franchising isn't "big business." It's neighbors, job creators, and local owners behind familiar brands. Franchise Means Local celebrates the real people and stories powering businesses across the country.

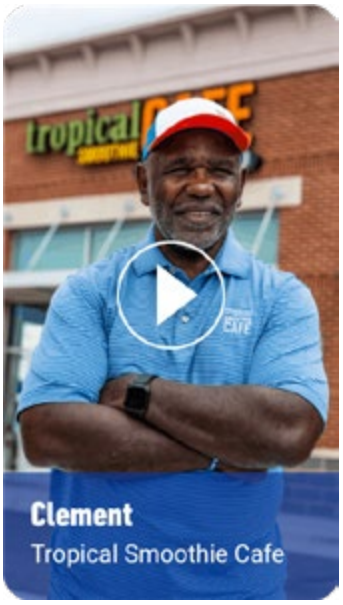
Use this guide to create your own Franchise Means Local content. Share your story, highlight your team and locations, and help show how local ownership powers franchising nationwide. Content doesn't need to be polished, it just needs to tell your story!

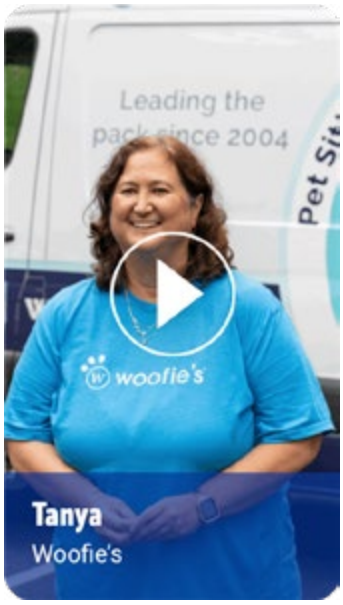
IN YOUR CONTENT, TELL US HOW...

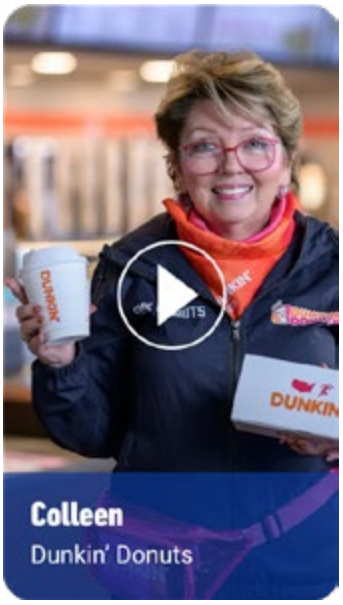
Franchise means local.
Behind every brand is a small business owner rooted in the community.

Franchisees create opportunity.
Jobs, training, and growth fuel local economies.

Franchisees invest locally.
We sponsor community efforts, source locally, and give back to neighbors.







FRANCHISE MEANS
LOCAL

Want to be featured in the national Franchise Means Local campaign?

Reach out to Local@franchise.org.

INTERNATIONAL FRANCHISE ASSOCIATION

FRANCHISE MEANS

LOCAL

SHARE YOUR STORY

FOLLOW THIS SIMPLE FORMULA TO CREATE CONTENT

All you need is your phone and a few quick clips. Film vertically, post on the social platforms you already use, and don't worry about perfection. Authentic stories matter far more than production quality. The goal is to show what local ownership looks like in your own way. Every contribution helps bring Franchise Means Local to life.

THE FRANCHISE MEANS LOCAL FORMULA

1. Hook
Who you are and why you're proud to own your business.

2. Proof
Speak to job creation, training, local sourcing, community giving, origin story

3. Punchline
"It's not just a [Brand], it's my [Brand]."

SCRIPT

Hook: "I'm a local small business owner here in [Community]. People recognize the [Brand] name, but what they don't always see is the local owner behind it."

Proof: "I started with [first role or early job step] and built up to owning this location. Today, our team shows up every day to serve neighbors, create jobs, and support the community we live in."

Proof: "We've hired locally, trained people who are starting their careers, and partnered with local groups like [school, nonprofit, youth team, food bank]."

Punchline: "It's not just a [Brand], it's my [Brand]."

RECORDING GUIDE

DO
Film everything vertically (9:16)
Keep the video to 15–45 seconds
Find a quiet spot with good lighting
Speak like you're talking to a customer, keep it authentic

AVOID
Background music you don't own
Showing customer faces without clear permission
Sharing private employee info

CAPTURE ACTION SHOTS

- Exterior sign/storefront
- Owner interacting with employees and customers
- A product/service moment
- Community proof (local sponsorship sign, donation boxes, team volunteering photo)
- Group shot: you and team waving

ONCE YOU'VE CREATED YOUR VIDEOS TAG IFA SOCIAL CHANNELS AND SHARE WITH **LOCAL@FRANCHISE.ORG** FOR AMPLIFICATION.

#FranchiseMeansLocal

FRANCHISE MEANS
LOCAL

HOP ON A TREND

ALREADY A SOCIAL PRO?
TAKE IT FURTHER WITH SOCIAL-FIRST CONTENT

If you already create content for social media, this campaign is designed to flex. Franchise Means Local works naturally within popular formats and trends. You're encouraged to adapt ideas you see online and apply them to your own business, as long as the message stays rooted in local ownership and community impact:

- POV and day-in-the-life moments
- Before-and-after growth stories
- Small business realities
- Team pride and community moments
- Text-on-screen storytelling

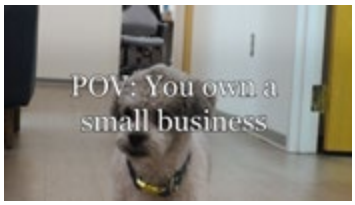
HOW FRANCHISE MEANS LOCAL SHOWS UP ON SOCIAL

These examples show how simple, social-first formats can spotlight real franchise owners, teams, and communities. Trends help grab attention. Your story is what makes them meaningful.

READY TO SHARE?

Tag IFA and share with ***local@franchise.org***

Use ***#FranchiseMeansLocal***

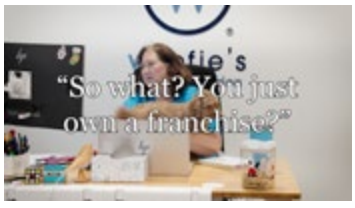


Click to watch

POV: You own a small business.

Footage: Daily clips of operations.

Message: As an owner, you don't just "manage a location," you take all the risk, make daily decisions, and so much more. Embrace this popular social media trend by giving a behind-the-scenes look at your business from your point of view.



Click to watch

So what? You just own a franchise.

Footage: This trend flips a stereotype. Start with "So what? You just own a franchise." Then debunk it with clips of your storefront, team, and community impact. Highlight quick, emotional moments (an employee's first day, a local event, a happy customer) paired with short text overlays like "My first job" or "Proud to call this home."

Message: Local ownership, local impact, not "big business."

Click to watch

This is [Owner Name]'s small business in [Community].

Footage: Storefront, owner/team, & customers.

Message: Put a face and name to the franchise.

ONCE YOU'VE CREATED YOUR VIDEOS TAG IFA SOCIAL CHANNELS AND SHARE WITH **LOCAL@FRANCHISE.ORG** FOR AMPLIFICATION.

#FranchiseMeansLocal