

CELEBRATE GARDEN DAY

Sunday 11 October 2020

FLORIST SOCIAL MEDIA TOOLKIT

This short guide is full of simple ideas and inspiration on how your business can help support this movement



#GardenDaySA

www.gardenday.co.za



@GardenDaySA



SUNDAY 11 OCTOBER 2020

Garden Day is a day dedicated to pause, wear a flower crown and spend time celebrating your garden, balcony or green spaces.

WHY SUPPORT GARDEN DAY?

We're calling on Florists nationwide to help champion Garden Day's mission of encouraging audiences to enjoy the positive benefits of connecting with flowers and plants, both mentally and physically. We're hoping this collaboration will increase your brand awareness and sales at the same time.



HOW TO GET INVOLVED

We've put together this quick guide to plant some ideas on how you can join us in mobilising our movement and be part of the Garden Day conversation on social media. We have included a selection of suggested social media content for you to post for Garden Day, including:

All the relevant social media tags

Links to downloadable images and content
for you to use as you wish!

Crafted step-by-step example posts for you to
have a look at; but we would love to see you
add your own personal touch

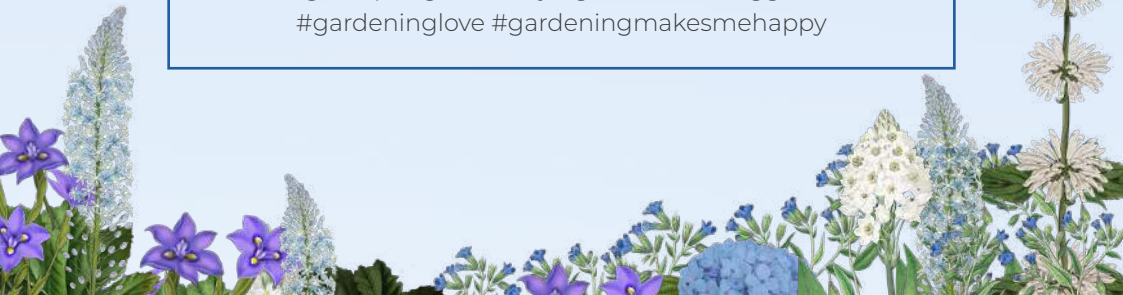


SOCIAL MEDIA HANDLES

     @GardenDaySA #GardenDaySA

Other popular hashtags you might like to use

#flowercrown #flowercrowncraft #flowerlover
#gearupforgardenday #growsomethinggreen
#gardeninglove #gardeningmakesmehappy



OUR TOP 5 POSTS

Ideas and inspiration to share with your online community

Whenever you see



click to download the image

1

ANNOUNCE THE DATE



" Sunday 11 October is **@GardenDaySA**, a day to down tools and celebrate our gardens. It wouldn't be a celebration without a flower crown so whatever your petal preference, we have all the flowers to make one to remember! **#GardenDaySA #flowercrown "**



GRAB THE POSTER TO SHARE

2

PROMOTE YOUR FLOWERS OR GREENERY

" We have all you need to create your **@GardenDaySA** flower crown! From beautiful boho chic to subtle and striking, we have all the gorgeous flowers and greenery. Order online [insert your website], or collect in store **#GardenDaySA** [#gearupforgardenday](#) "

Share an image of
flowers from your shop



3

MAKE A FLOWER CROWN:



" Just a few days to go until **@GardenDaySA!** Time to make your flower crowns. Check out this how-to video by **@tailsofamermaid**. You can even get your pets involved too! We can't wait to see your creations **#GardenDaySA** **#flowercrowncraft** "



HOW TO MAKE A FLOWER CROWN
by **@Tailsofamermaid**



HOW TO MAKE A FLOWER
CROWN FOR YOUR DOG



4

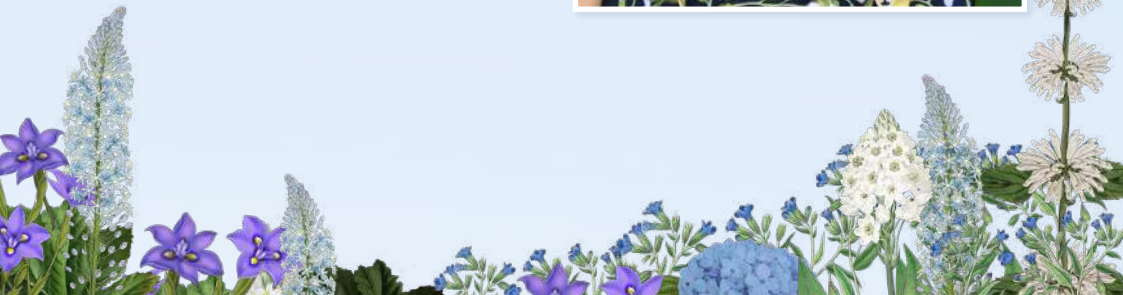
INSTAGRAM FLOWER CROWN FILTER

" We love ALL flower crowns!
Have some fun playing around
with the **@GardenDaySA**
virtual flower crown filter!
Give it a try :) **#GardenDaySA**
#virtualflowercrowns "

Share your virtual
flower crown selfie



CLICK HERE TO LEARN HOW TO USE
THE GARDEN DAY INSTAGRAM FILTER



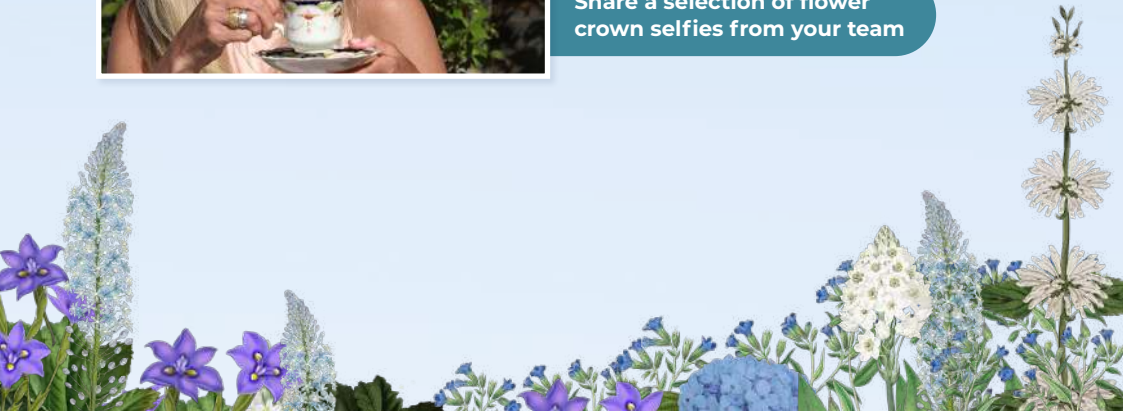
5

GARDEN DAY'S ARRIVED!



" **@GardenDaySA** is here!
Tools down, crowns on!
Celebrate your green spaces
or tune into the biggest virtual
garden gathering on
@GardenDaySA's Facebook page.
#VirtualGardenDay #flowercrowns
#GardenCelebration "

Share a selection of flower
crown selfies from your team



MORE INSPIRATION

Further themed content ideas and inspiration to share with your online community surrounding Garden Day

Flower crown crafting kit

Create the perfect flower crafting kit for your audience to purchase online.

Flower crown video

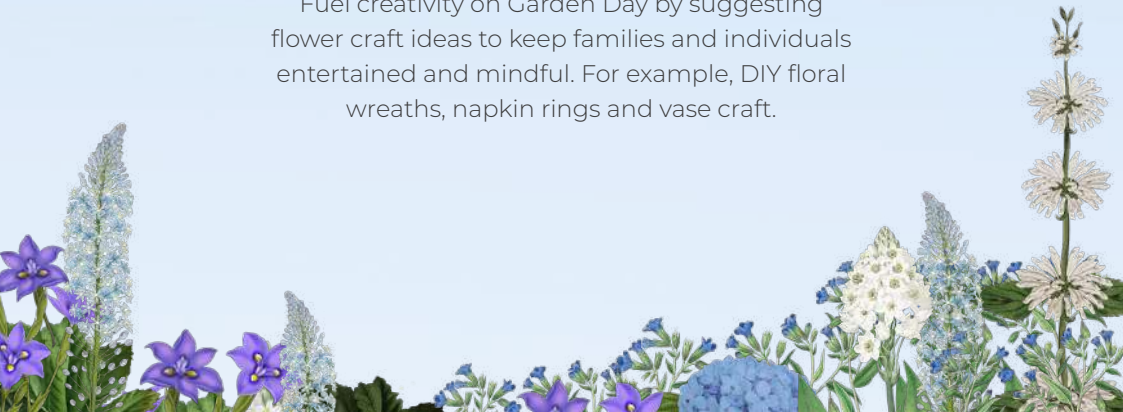
Share your own step-by-step video on how to assemble the most fetching flower crown.

Dried flower decorations

Suggests ways your audience can use the flowers from their crowns after Garden Day. Perhaps they could be dried and arranged to create stunning home decorations.

Craft ideas

Fuel creativity on Garden Day by suggesting flower craft ideas to keep families and individuals entertained and mindful. For example, DIY floral wreaths, napkin rings and vase craft.



HAVE A BLOOMING GARDEN DAY

We can't wait to see your
#GardenDaySA social posts

Thank you for supporting Garden Day 2020



#GardenDaySA

www.gardenday.co.za



@GardenDaySA

