

# CELEBRATE GARDEN DAY

Sunday 11 October 2020

## GARDEN CENTRE 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](http://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 Garden Centres nationwide to help champion Garden Day's mission of encouraging audiences to enjoy the positive benefits of connecting with gardens, both mentally and physically. We're hoping this collaboration will increase your brand awareness and online 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

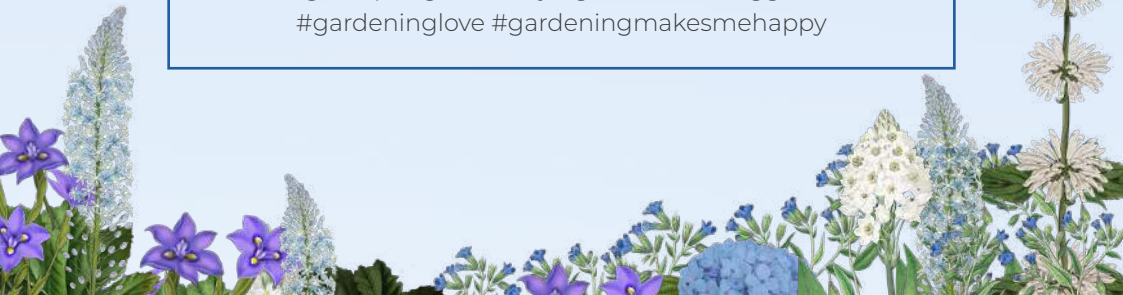


## SOCIAL MEDIA HANDLES

     @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. We have everything you need to spring into action – inside or out – and get Garden Day ready! **#GardenDaySA** #gardeningmakesmehappy "



GRAB THE POSTER TO SHARE

2

## PROMOTE YOUR PLANTS AND TOOLS

" Get ready for **@GardenDaySA!**

No matter the size or shape of your garden, we've got great offers on tools, beautiful blooms and gorgeous plants. Order online now at [insert your website] or visit your nearest store. **#GardenDaySA**  
#gearupforgardenday "

Share an image of plants  
from your garden centre





3

## SHARE GARDENING TIPS



" Just a few days to go until **@GardenDaySA!** We have some great tips on how to make sure your garden looks at its best. Check out [insert your website page link] **#GardenDaySA** **#growsomethinggreen** "

Share an image related to the tips you're giving



4

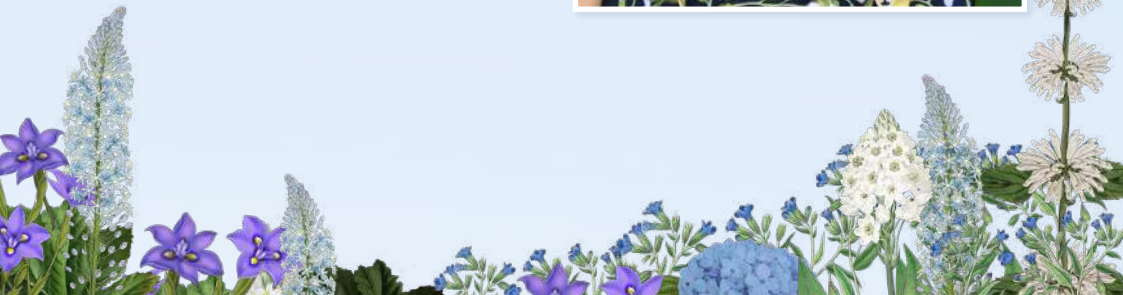
## INSTAGRAM FLOWER CROWN FILTER

" 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



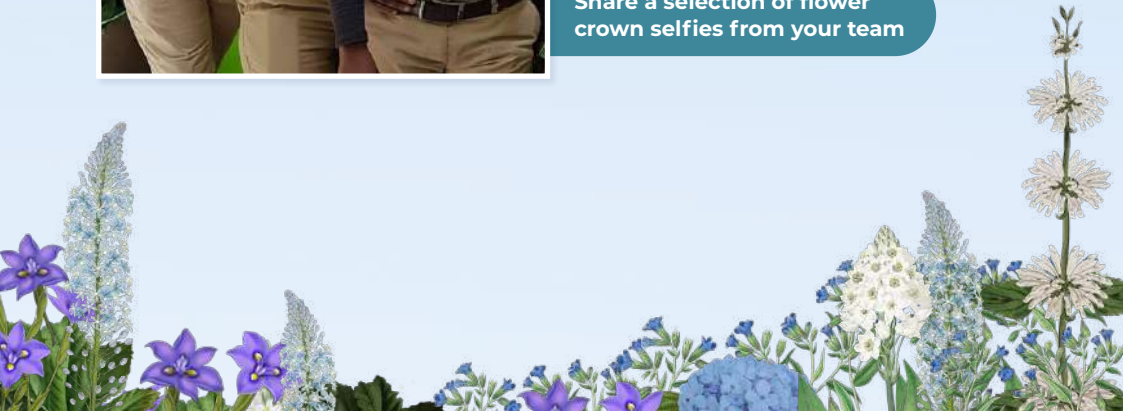
5

## GARDEN DAY'S ARRIVED!



" Garden Day is here!  
Put down your tools, wear a flower crown and celebrate your gardening efforts. Don't forget to share your best moments by tagging us and **@GardenDaySA** with **#GardenDaySA!** #flowercrown "

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

## Fun activities for kids

Share activities and games for the whole family to enjoy while celebrating their gardens.

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## Health benefits of connecting with your garden

Encourage your audience to connect with their gardens by reminding them of the positive health benefits, both physically and mentally.

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## Food inspiration

Inspire with summer recipe ideas and tips on how to prepare this season's fresh fruit and veg to tuck into while celebrating Garden Day. Suggest your own or feel free to use ours from our website.

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## Craft ideas

Fuel creativity on Garden Day by suggesting home craft ideas to keep families and individuals entertained and mindful.



# 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](http://www.gardenday.co.za)



@GardenDaySA

