

CELEBRATE GARDEN DAY

Sunday 11 October 2020

SUPPORTERS SOCIAL MEDIA TOOLKIT

This short guide is full of simple ideas and inspiration on how you 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?

There has never been a more important time to connect and enjoy nature. It gives us feelings of peace and wellness and is scientifically proven to have positive effects on our health, both mentally and physically.

We need your support in helping champion Garden Day and encouraging your followers to get involved.



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

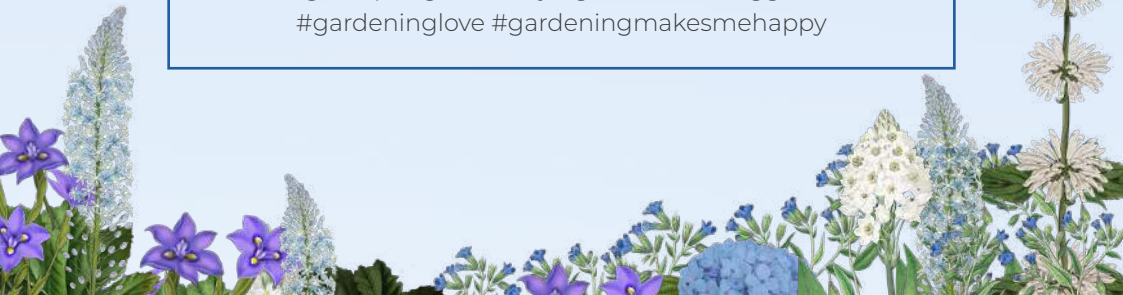


SOCIAL MEDIA HANDLES

     @GardenDaySA #GardenDaySA

Other popular hashtags you might like to use

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



OUR TOP 6 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 where everyone is encouraged to put down their gardening tools, wear a flower crown and enjoy their gardens. I'm in! **#GardenDaySA** "



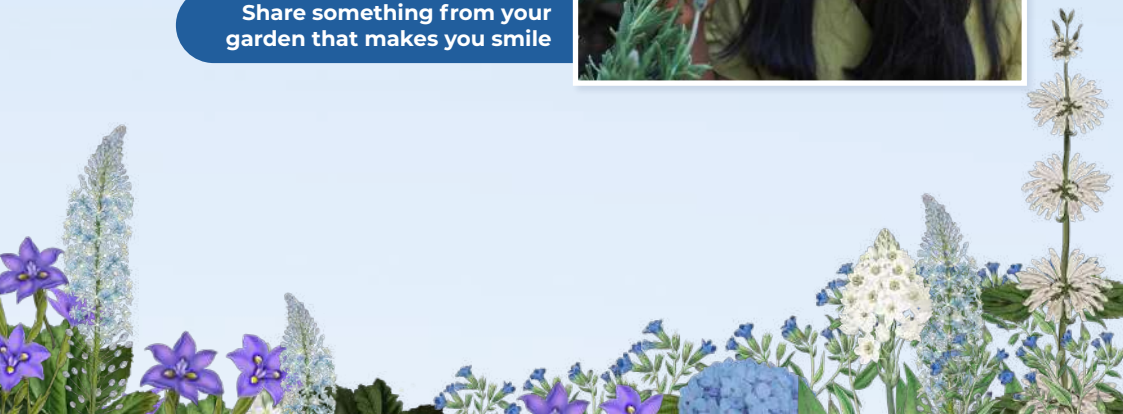
GRAB THE POSTER TO SHARE

2

SHARE A PICTURE OF YOUR GARDEN

" Let's enjoy our gardens, house plants and green spaces with **@GardenDaySA** on Sunday 11 October **#GardenDaySA** "

Share something from your garden that makes you smile



3

PREPARE YOUR GARDEN



" Busy making sure my garden looks at its best with some final pruning and preening ahead of **@GardenDaySA** **#GardenDaySA** "

Share an image of you in your garden



4

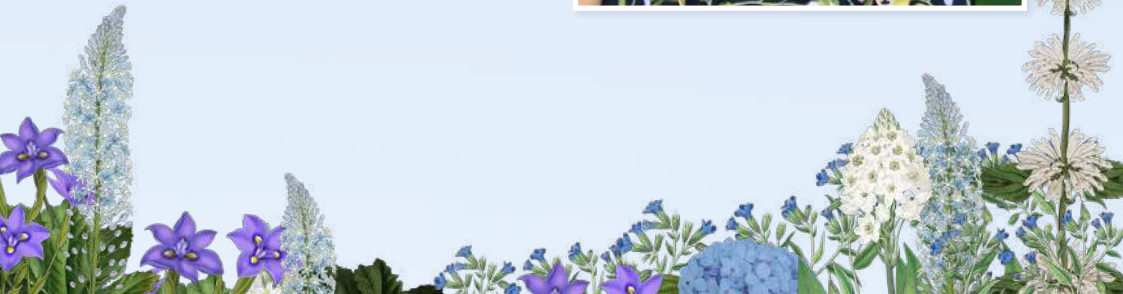
INSTAGRAM FLOWER CROWN FILTER

" 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

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

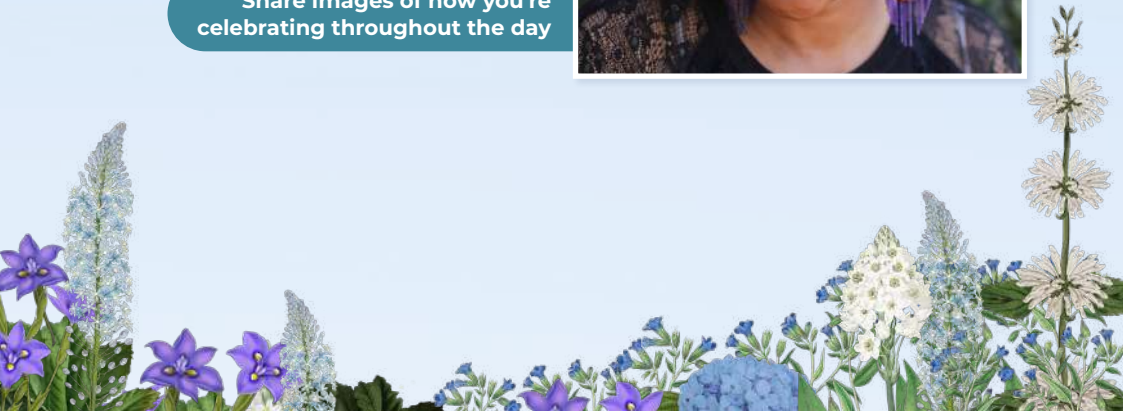


6

ENJOY GARDEN DAY!

" @GardenDaySA is finally here! Excited to down tools, wear a flower crown and celebrate my garden!
#wearaflowercrown
#happygardenday
#letscelebrate "

Share images of how you're celebrating throughout the day



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

