

CELEBRATE GARDEN DAY

Sunday 10 May 2020

FLORIST SOCIAL MEDIA TOOLKIT

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



#GardenDayUK

www.gardenday.co.uk



@GardenDayUK



SUNDAY 10 MAY 2020

Garden Day is a chance for people to down tools, don a flower crown and spend time celebrating their gardens, balcony or green spaces with others.

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 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

     [@gardendayuk](#) [#GardenDayUK](#)

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



GRAB THE POSTER TO SHARE

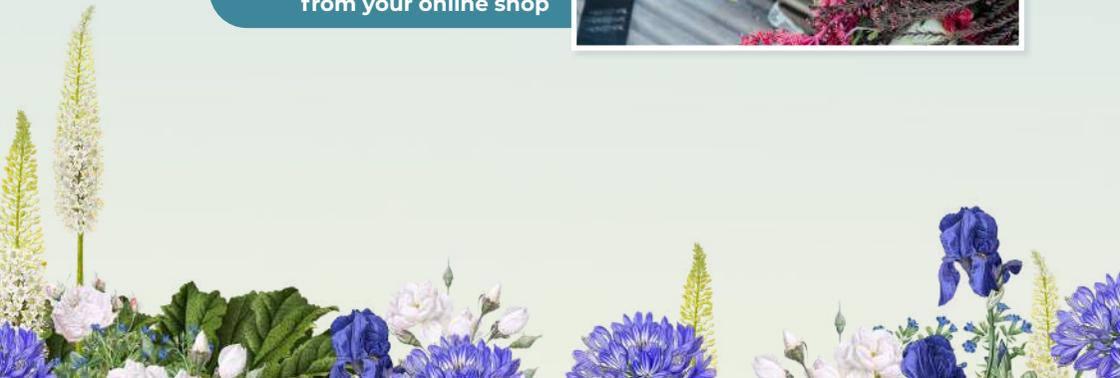
2

OFFER YOUR BLOOMS AND PLANTS

" Get your blooms for
@GardenDayUK flower crowns!

From beautiful boho chic to subtle and striking, we have all the gorgeous flowers and greenery. Order online now at [insert your website] or forage what you have in your garden **#GardenDayUK** #gearupforgardenday "

Share an image of flowers
from your online shop



3

FLOWER CROWN CRAFTING



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



HOW TO MAKE A FLOWER CROWN
by Tallulah Rose Flower School



HOW TO MAKE A FLOWER CROWN FOR YOUR DOG

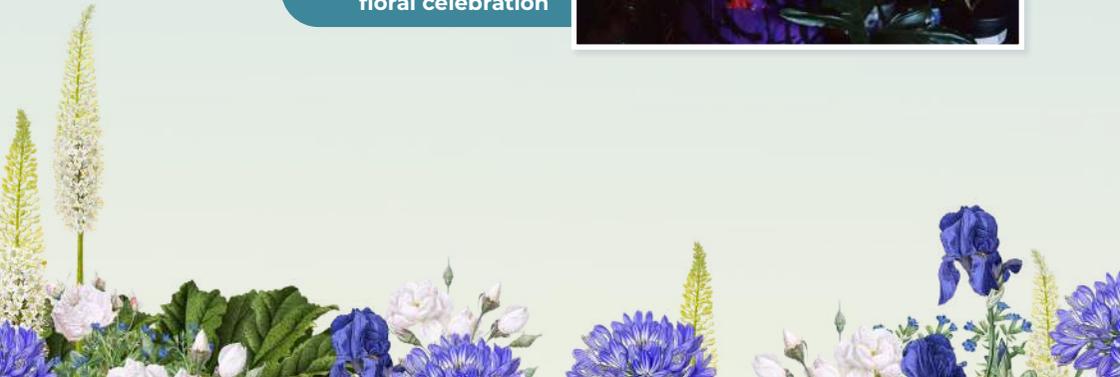


4

PRIZES FOR GETTING INVOLVED

" Win 1 of 10 £250 National Garden Gift Vouchers! Simply share your best moments celebrating on Sunday 10 May in your garden and tag **@GardenDayUK** with **#GardenDayUK**. T&Cs apply. **#celebrategardenday** "

Share a picture of a floral celebration



5

GARDEN DAY'S ARRIVED!



" Spades down, crowns on! **@GardenDayUK** is in full bloom so put down your tools and celebrate your gardening efforts. Don't forget to share your best moments by tagging us and **@GardenDayUK** with **#GardenDayUK!** #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

Flower crown crafting kit

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

Flower crown video

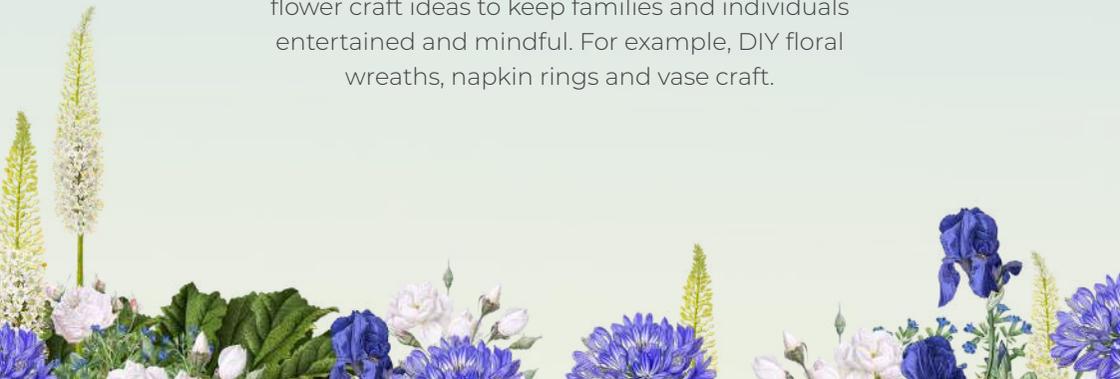
Share your own step-by-step video on how to assemble the most fetching flower crown.

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 FABULOUS GARDEN DAY

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

Thank you for all of your support this year



#GardenDayUK

www.gardenday.co.uk



@GardenDayUK

