

CELEBRATE GARDEN DAY

Sunday 09 May 2021

FLORIST SOCIAL MEDIA TOOLKIT

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



www.gardenday.co.uk



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



SHARE AND WIN!

Everyone who shares a celebration post on Garden Day and uses the hashtag **#GardenDayUK** will be entered into a draw to win 1 of 10 × **£100 National Garden Week vouchers**.
Good luck! T&Cs on our **website**.

Please tag us and use the hashtag
#GardenDayUK in all your posts

Follow us on      **@GardenDayUK**

OUR TOP 5 POSTS

Ideas and inspiration to share with your online community

Whenever you see  click to download the visual

1

ANNOUNCE THE DATE



" Sunday 9 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

PROMOTE YOUR FLOWERS OR GREENERY

" We have all you need to create your
@GardenDayUK flower crown.

From beautiful boho chic to subtle and striking, we have all the gorgeous flowers and greenery. Pop in or order online, but make sure you get ready for **#GardenDayUK** "

Share an image of
flowers from your store



3

SHOW YOUR AUDIENCE HOW TO MAKE A FLOWER CROWN



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

Share an image or short video with your favourite flower crown making tips or insert any of the below video links into your post



MAKE A FLOWER CROWN IN 6 EASY STEPS
by Tallulah Rose Flower School



HOW TO MAKE A FLOWER CROWN FOR YOUR DOG



MAKE AN INSTA-WORTHY FLOWER CROWN WITH MCQUEENS



4

NATIONAL GARDEN GIFT VOUCHER OFFER

" Win 1 of 10 £100 National Garden Gift Vouchers! Simply share your best moments on Sunday 9 May celebrating in your garden and tag **@GardenDayUK** with **#GardenDayUK**. T&Cs apply. **#celebrategardenday** "

Share a picture of a floral celebration



5

GARDEN DAY'S ARRIVED!



" Happy Garden Day from all of us here at [insert name of Florist here]. Put down your tools, don a flower crown and celebrate your gardening efforts. Don't forget to share your best moments by tagging us and **@GardenDayUK** with **#GardenDayUK!** "

Share a selection of flower crown selfies from your team



SUNDAY 9 MAY 2021



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.



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.

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.

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.

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
#GardenDayUK social posts

Thank you for supporting Garden Day 2021



www.gardenday.co.uk

