

# CELEBRATE GARDEN DAY

Sunday 09 May 2021

## GARDEN CENTRE 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](http://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 become part of our online community, 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

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## ANNOUNCE THE DATE



" Sunday 9 May is **@GardenDayUK**, a day to down tools, wear a flower crown and celebrate our gardens. We have everything you need to spring into action – inside or out – and get Garden Day ready! **#GardenDayUK** #gardeningmakesmehappy "



GRAB THE POSTER TO SHARE



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## PROMOTE YOUR PLANTS AND TOOLS

" Get ready for **@GardenDayUK!**  
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. **#GardenDayUK**  
**#gearupforgardenday "**

Share an image of plants or goods  
from your online shop or store



3

## SHARE GARDENING TIPS



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

Share an image related to the tips you're giving





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## 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 garden celebration



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GARDEN DAY'S ARRIVED!



" Happy Garden Day from all of us here at [insert name of Garden Centre 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 pic of a celebration or post an image of your store members celebrating Garden Day.



# 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 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.





# 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  
#GardenDayUK social posts

Thank you for supporting Garden Day 2021



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