



Social Media Pack

March 2020

Sample Social Posts

We've put together a pack of social images for you to use. Please feel free to share any that capture your current state of operations. We've also peppered in some general inspirational images.

When you post a photo on Instagram or Facebook, always accompany it with text that gives a little more information than the photo, which is meant to be attention-grabbing so your audience will want to learn more. Some suggestions:

- We're open! We're still accepting walk-ins, phone orders and website orders, so don't shy away from connecting with someone today!
- Help us clear our cooler! Stop in for a beautiful hand-wrapped bouquet and we'll throw in another for free.
- Did you know? Flowers have been used to treat physical, emotional and mental distress for centuries. Who could use some peace for their mind, body, and spirit today?

Be sure to use a few hashtags to capture a new audience following similar content, such as #flowergram #givelovingly #momentmakers #floraldesign and #shoplocal

Post Prompts

Of course, you can use our examples, but you'll surely want to leverage this downtime to create your own posts! Here are some prompts to help you come up with content:

- What is one unique thing another florist has done that you've found inspiring?
 - Share a moment of joy you experienced today.
 - What is your favorite flower combination to work with, and why?
 - Tell a beautiful love story about a customer couple you remember well.
 - Tell your story - why did you become a florist?
 - If you had to get a tattoo of just one flower, which would it be? Why?
 - Tell your audience about a typical day in a floral shop.
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- What is the most outrageous request you've ever received, and delivered on?
- What is the biggest challenge you're facing today, and how are you dealing with it?

Video Content

No need for these to be limited to static posts - test out your video prowess in Instagram and Facebook stories!

- Assembling an arrangement? Prop up your phone and hit record for an inspiring how-to video. Your audience is likely homebound with their kiddos and looking for a group activity!
 - *Bonus: Clear your cooler by promoting DIY kits of these arrangements!*
- Consider posting a simple message of support during these uncertain times. [Here is a great example](#) from our wonderful partner, Neville MacKay at [My Mother's Bloomers](#).

