

We have so many new shops and faces doing social media, I thought I'd revive a social media schedule to help guide and improve all of our posts.

If your social media ROCKS, I will not hold you to this schedule so you can ignore this post. I will be doing spot checks in July so if your social doesn't blow us away and you're also ignoring the schedule help, we'll need to chat about that!

Post 2-3 times a week unique content from your store, Instagram Feed, Stories, Facebook and Google My Business.

Remember to use the 4 E's of social media: Empower, Engage, Educate & Entertain.

Tip of the month!

Create Instagram Stories once a day, and tag your store's location.

If you need help with captions, photo quality tips, content, or anything else you're having trouble with, please reach out! We are more than happy to help!!!

July 1st - Post your store hours for the holiday week using Kelli's designed image. Be sure to fully download the image so that there's no strange black space around the image.

July 4th - Highlight patriotic flower designs with local images. Images with people in them, designer or sales staff, will perform better than images with no people!

July 7th - World Chocolate Day - highlight your Coblentz Chocolates that we carry. Tag Coblentz (@coblentzchocolates on Instagram and

@Coblentz Chocolates on Facebook)! Highlight that we carry USA made chocolates. You can also do a product post around this date, before or after, and tag our chocolates basket.

July 10th - Share something educational. Research plant care on a specific plant you have in store and educate your customers, give tips on caring for their fresh cut flowers, or a step of the process behind the scenes that they don't know about.

July 13th - Post an image and caption of a product you designed in store that's also on your website. Talk about your favorite part of that selected design.

July 17th - World Emoji Day - promote your emoji containers if you have them - otherwise create a post using emojis in your text and a related image. Talk about how flowers are used to convey a range of emotions, just like emojis!

July 18th - Share a video of a Monday morning in your store and what it takes to start the week. It could be a time lapse of processing, unloading a plant truck, designing at your desk, or printing and tagging designs.

July 20th - Tag a business or client that you work with thanking them for their business/relationship. Get a picture delivering there ahead of time for an extra personal touch!

July 21st - #tuesdaytip : give a tip on fresh flower care or plant care and use this hashtag on Instagram.

July 22nd - Introduce someone on your team. Include a photo of them and some fun facts about what they do at the shop and what

they are like outside of work.

July 24th- International Self Care Day! Promote different ways you prioritize your self care, tag other local businesses that help you with your self care, and talk about ways that flowers play into self care for you or others!

July 30th - International Day of Friendship- Post photos of yellow roses for friendship or come at it from a different angle - post about friendship within the shop, between the shop and other local businesses etc. Get creative!!

Generic Hashtags -- Instagram ONLY.

- #florist
- #floristry
- #floristlife
- #florists
- #flowers
- #summerflowers
- #floweronfinstagram
- #flowerstagram

Customize Your Hashtags

- #local[**YOURCITY**]florist
- #shop[**YOURCITY**]local
- #[**YOURCITY**]flowers
- #local[**YOURCITY**]delivery
- #[**YOURCITY**]lovedelivered

Please add any suggestions in comments that you are doing for your store in July that you think may be helpful for our newer social posters!!