

# SOCIAL MEDIA TOOLKIT



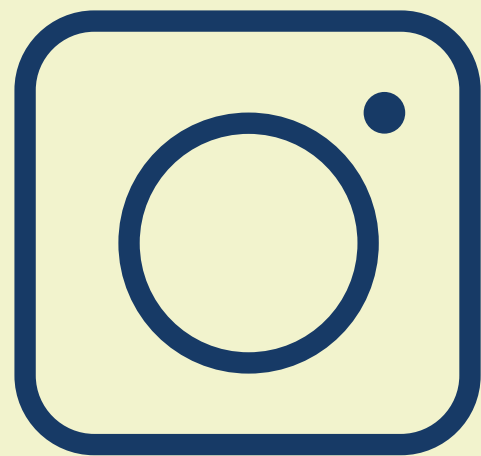
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# CONNECT WITH US

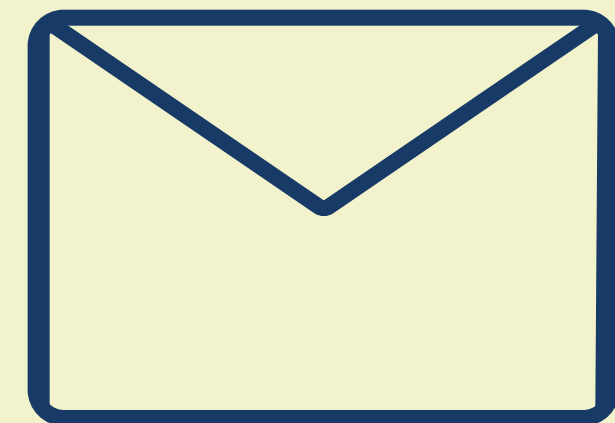
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# HOW TO USE TOOLKIT

This toolkit provides:

- Approved hashtags
- Suggested Instagram posts
- Spring social media campaign
- Approved influencers



# ABOUT THE CAMPAIGN

## #FLOWERSare

The spring campaign for Baby T-Rex Farms is #FLOWERSare. The objective is to raise awareness about Baby T-Rex Farms' offerings, in addition to the multitude of ways that flowers can be utilized.



# DATA & STATISTICS

- The flower industry in the United States has a revenue of \$8 billion\*
- The top three holidays for purchasing flowers are Valentine's Day (30 percent), Christmas (26 percent) and Mother's Day (26 percent)\*
- There are over 50 types of edible flowers\*
- According to aboutflowers.com, "69 percent of Americans say the sight and smell of flowers can improve their mood."

\*<https://www.thefloristguide.com/employment-guide/flower-industry-statistics-job-outlook/>

\*<https://aboutflowers.com/holidays-occasions/mothers-day/mothers-day-floral-statistics/>

\*<https://www.westcoastseeds.com/blogs/garden-wisdom/list-of-edible-flowers>

\*<https://aboutflowers.com/about-the-flower-industry/consumer-buying-trends/>

# KEY MESSAGING

The #FLOWERSare campaign will provide key messages about different uses for flowers and microgreens, with a focus on Baby T-Rex Farms' offerings.



The suggested messages will be aimed at New Orleans residents. The messages can be tailored based on tone of voice and targeted audiences.

# RELEVANT HASHTAGS

#FLOWERSare

#edibleflowers

#nolagrown

#nolaflowers

#mayflowers

#springbouquet

#freshcutflowers

#flowersinspo

#urbanfarming

#flowerfarm

#babytrefarms

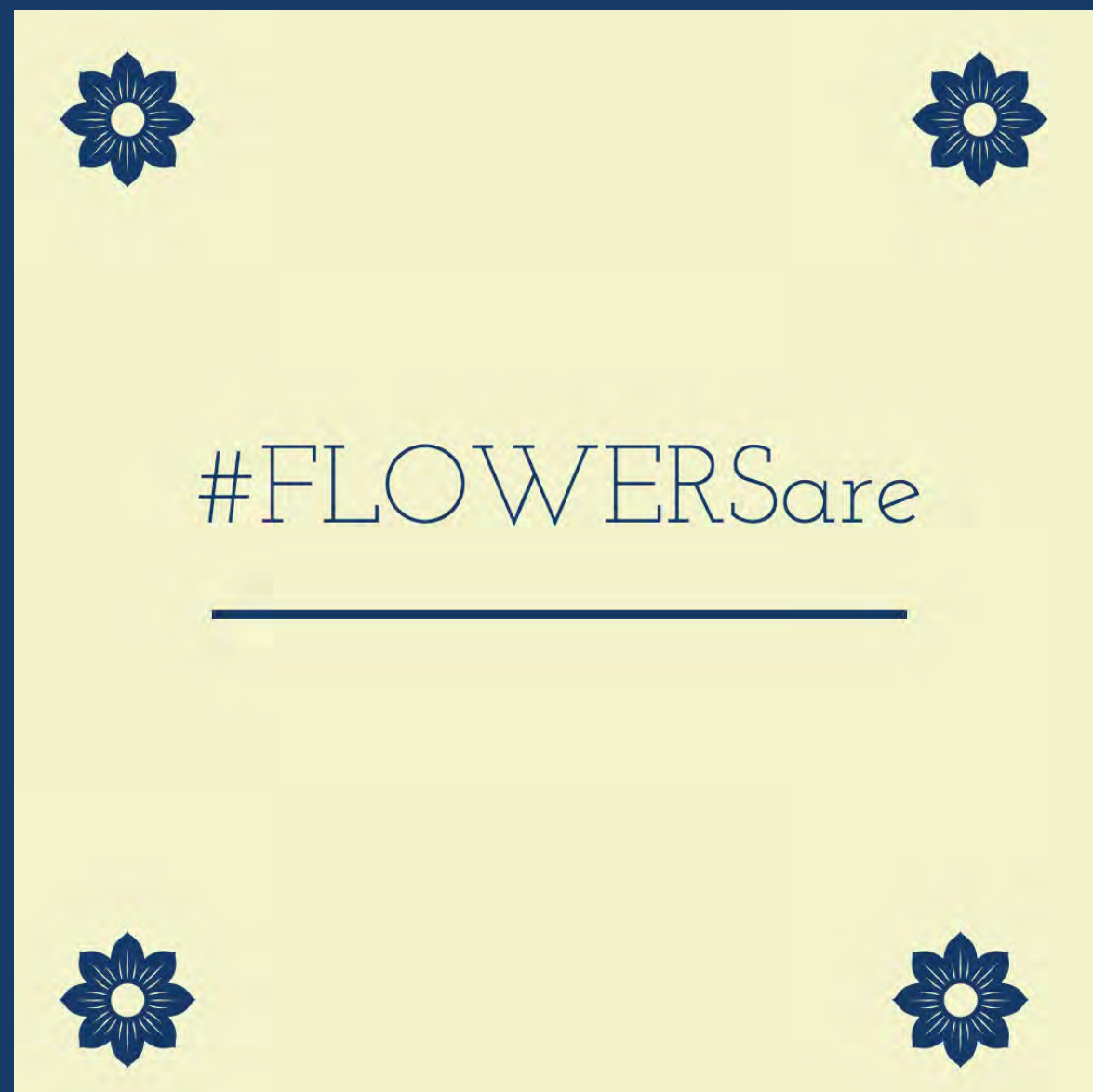
#eatyourflowers

#greenqueen

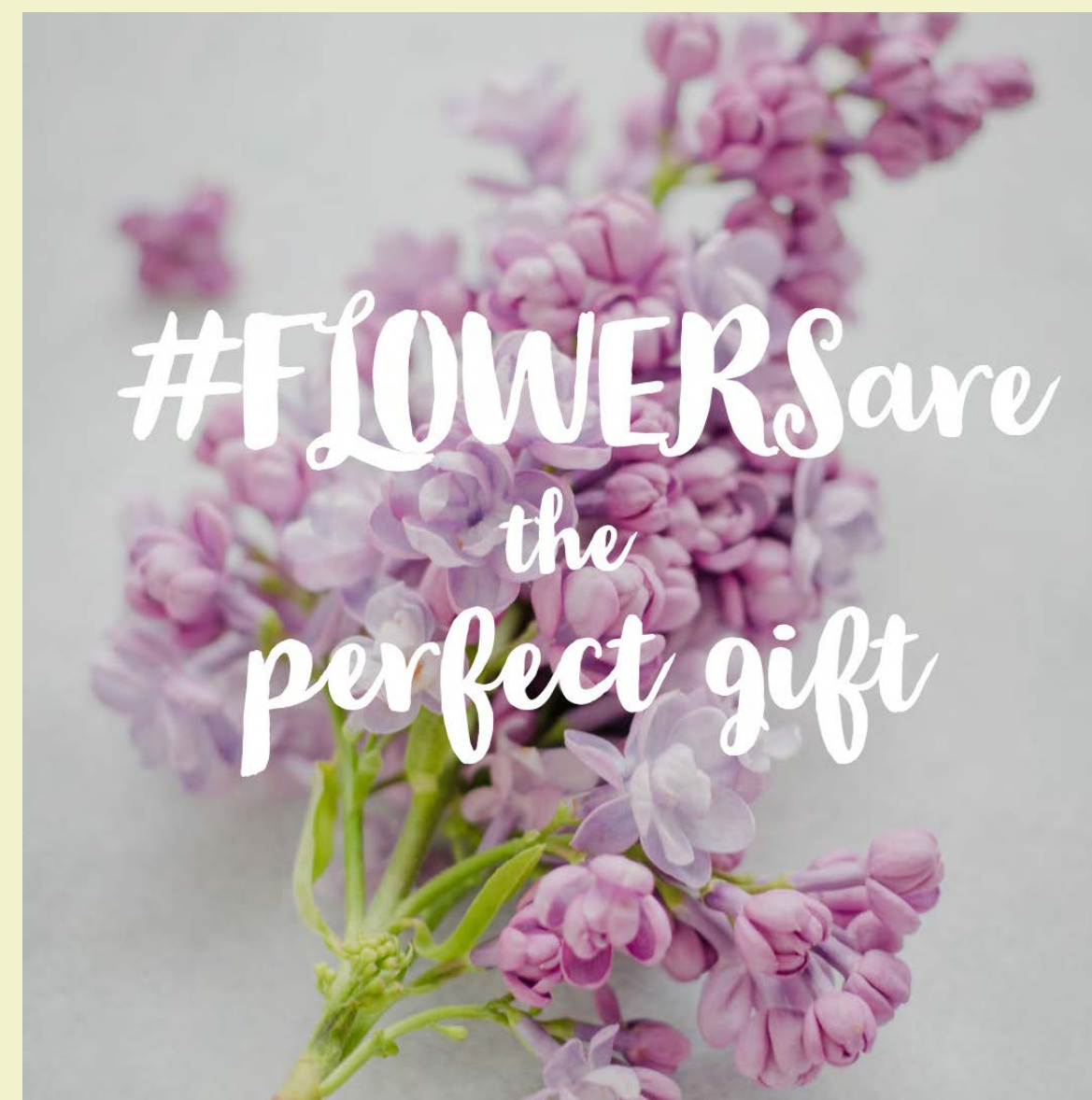
#flowerpower

#giveflowers





“What do flowers mean to you?  
Over the next few weeks, I'll be  
sharing what flowers mean to me.”  
#FLOWERSare #babytrexfarms



“Happy Mother's Day! Surprise  
your mom with some special  
fresh-cut flowers.”  
#FLOWERSare #mayflowers  
#giveflowers #babytrexfarms  
#springbouquet





“Flowers from Baby T-Rex farms are grown here in New Orleans, which keeps them fresh and sustainable.”  
#FLOWERSare #nolagrown #nolaflowers  
#babytrefarms

“Did you know that 69 percent of people say flowers improve their mood? How do flowers make your day better?” #FLOWERSare  
#flowerpower #babytrefarms  
#urbanfarming





“In addition to their other qualities, #FLOWERSare colorful, vibrant and fun!” #babytrexfarms #flowerpower #freshcutflowers



“Did you know that there are over 50 types of edible flowers? Check out Baby T-Rex Farms’ offerings today!”  
#FLOWERSare #babytrexfarms #edibleflowers #eatyourflowers



#FLOWERSare



*not our only  
offering*

“Baby T-Rex Farms also offers microgreens, which are flavorful young vegetable greens.”  
#FLOWERSare #babytrefarms  
#greenqueen