



A Whole Year's Worth Of Ideas For Social Media Posts

For landscapers and garden designers who want to showcase their business and win better work

Social Media Posts to Showcase Your Work

- Before and after pictures of projects you have worked on in the past.
- Images of your current work in progress.
- Video footage of a current work in progress
- Take a close-up picture of newly laid paving to show your skills.
- Show us a picture of a perfectly executed recessed manhole cover.
- Let's see an image or a video of some decking that you've finished building. Point out the accuracy of the spacing and how neat your nailing is.
- Highlight an award-winning garden that you were involved with. Don't forget to tag suppliers and the organisation who awarded the prize.
- Use hashtag #throwbackthursday to share pictures of a garden you built a while ago
- Visit a garden you finished 12 months ago and post some then and now pictures to show how it has matured.
- Compare a tired old lawn with a newly turfed lawn.
- Showcase different laying patterns in some of the patios you've built.
- Talk us through the different layers beneath a patio or driveway - what are they and why are they needed?
- Shoot a video or take step-by-step pictures of your team installing metal lawn edging.
- Let's see the subframe for a deck you have built - point out features such as weed control membrane and carefully calculated spaces between joists.
- Share a video testimonial from a client.

- Please can we see how you plant and stake a tree.
- Some close-ups of drainage solutions you have created.
- Make a video of garden lights being switched on and show how lighting transforms an outdoor space.
- Video one of your team members (or yourself) giving a guided tour of a garden you have just finished building.

Add your own ideas here

Social Media Posts About Landscaping Life

- Talk about today's weather and how it's affecting your work.
- Thank one of your team for a job they've done particularly well and share pictures of their work.
- Talk about a landscaping/garden design event you are planning to attend e.g., training, a trade show, a networking event. Tag others in your post to increase engagement.
- Share feedback on an event you've been to.
- Show us some of the measures you take to keep everyone safe on site.
- Talk about CDM regulations and how they affect your clients.
- Post a video of landscaping materials arriving on site. Tag the supplier and/or the haulier.
- Tell us about a new bit of kit.
- Let people know your Christmas or Easter closing dates.
- What is the view like from the garden you are working on? Will your design disguise an ugly view or will it accentuate a beautiful vista?
- Show a speeded-up video of a lawn being laid.
- Let's see your dirty knees after you've laid 200 square m2 of turf.
- What do you snack on at coffee time?
- How are your fingernails looking after a day's work?
- Share tips on weatherproof workwear
- How do you keep cool when working outdoors in summer?
- Show us a picture of the sky where you are working today.
- Make a video of pavers being grouted.
- Create a video of grout being cleaned from a new patio.
- Share a picture of a skip ready to take waste away from your current project.
- Which materials from a garden clearance can be recycled? Tell us about your recycling policy.
- Let's see a picture of plants or materials that you intend to re-use in a garden makeover.
- Show us how you clean your tools and tidy the site before you finish for the day.
- Share a short video or a reel of landscaping machinery in action eg sawing pavers, planing wood, digging a hole, filling a wheelbarrow, mixing concrete

Social Media Posts To Inspire

- Show pictures of a plant you admire and explain why you like it.
- Let's see some of your favourite planting combinations.
- Place samples of materials side by side and photograph or video them, ask your audience which combinations they like the best.
- Take a picture or a video of an unusual plant combination and comment on whether you think it works.
- Capture images of shadows in the garden e.g., balustrades, trees, plants etc.
- Search for motivational quotes about gardens and garden design and create your own artwork around them. TIP: [canva.com](https://www.canva.com) is easy and free to use and builds professional looking graphics in a matter of minutes.
- Share pictures of a garden you admire e.g. one of the Perennial Gardens or an RHS Garden and encourage followers to visit it. Don't forget to tag the organisation/garden in your post.
- Explain what makes your latest project is wildlife friendly.
- Take pictures or video of wildlife in a garden you've built/are building.
- Offer ideas for making best use of outside spaces e.g., children's games, outdoor dining, growing fruit and veg
- Share pictures and videos of the first signs of spring where you are living/working. Green shoots, early bees etc.
- Staying with the seasonal theme, autumn colours make great social media posts
- Suggest plants for autumn interest (foliage, berries, bark etc.)
- Garden images taken at sunrise or sunset.
- Winter frost and snow shows off the shape and layout of a garden beautifully - use photos and videos to inspire followers to include winter interest in their outdoor room.
- Suggest ways of heating a patio or outdoor room
- Planting suggestions for a window box or a seasonal planter.
- Post a video of a bee (or another beneficial insect) working alongside you in a garden
- Share some facts about climate change and how gardens can benefit the planet.
- Let's see some pictures of summer planters looking resplendent.
- Ideas for winter planters using evergreen foliage.
- Show us some ideas for topiary in the garden.

More Ideas For Inspirational Posts

- Take a really close up picture or video of fossils in natural limestone products.
- Suggest 3 or 4 different ways of making lawn edging.
- Create and share a mood board of materials that you think look good together.
- Share an evening shot of a garden you have built - ideally with lighting.
- Show a 3D render of a garden you have designed.
- Let's see a video of a water feature you've made - with sound!
- Give us 3 ideas of ways to decorate a boring wall
- How about some ideas for patio design - different pavers, different shapes, different layouts etc.
- Showcase a garden cinema and point out the various features - lighting, seating, heating etc.
- Talk about garden features that can help householders to grow their own veg.
- Share pictures of garden structures with green roofs to inspire you customers - e.g., bin stores, bike sheds.
- Publish a reel of flames flickering in fire pit you have built.
- Have you created/designed garden features for someone with reduced mobility - tell us about them.
- What can you do with spring flowering bulbs? Share your suggestions for plant species, plant combinations and where to place bulbs for the best possible display.

Posts To Solve Your Followers' Garden Worries

Aka: how your work will make their lives easier

- Post a picture or video to show how your work will improve privacy in a garden - e.g. pleached trees on a boundary line, beautiful screening etc.
- Describe a garden problem that one of your designs has overcome. E.g. slopes, drainage, shade, lack of colour.
- Talk about garden storage and show pictures of storage solutions you have designed and/or built.
- In dry weather, suggest some water saving ideas for gardeners.
- Share tips on patio care and cleaning.
- Tips on caring for newly planted trees.
- A list of plants that can cope with dry soil.
- Tell us how to create privacy around a hot tub - share some examples of pergolas and/or screening.

- Suggest some ideas of ways that children can entertain themselves in a garden - games, activities etc.
- A video demonstration showing the right way to clean a patio without damaging grout etc.
- Ask your followers what annoys them most about their gardens and suggest ways to solve their problems.
- Host a Q&A session in a Facebook Live.

Use This Space For Your Notes

Social Media Posts to Build Trust And Help People Understand Your Business

- Images of the team working together.
- A picture of one team member along with a brief introduction describing their role, their experience, their favourite line of work and perhaps also their interests outside of work
- Thank a customer for their testimonial and share their words on your social media platforms.
- Get involved with a charity fundraiser and tell followers what you are up to with regular updates.
- A snapshot of the snack you are enjoying on site to keep you going - perhaps your lovely client has brought you out a cup of tea?
- Let's see a picture of your work truck all sparkly clean and ready for a new day
- Bought some new boots? let's see what they look like before you wore them to work. Tag the retailer you bought them from.
- Get a team member to model your workwear e.g., logo'd tee shirts for summer, woolly hats for winter. Again, tag the supplier.
- Which are your favourite tools and why? Show us a picture/video.
- Thank someone who has made your day brighter. E.g., the lady at the corner shop who always makes you smile when you pop in to buy your lunch
- Send Birthday Wishes to one of your team members.
- Share images of certificates you have earned for training.
- Post a picture of your APL, BALI or SGD membership certificate.
- Tell us about a trade organisation you are a member of and how your membership benefits your clients.
- Let everyone know that you've been nominated for an award.
- Tell your followers about an award you have earned for a garden you've built - don't forget to include images of the garden and/or a picture of you receiving your award
- Ask your followers for reviews and testimonials.
- Share a picture of you 'gardening' when you were very young
- Nobody can resist pictures of your pets - especially if they are 'helping' you on site
- Did you take your dog to work today? Share a picture of them fast asleep recovering from the exertion.
- On Mother's Day, talk about how your Mum inspires your work
- It's Father's Day. What did your dad teach you that has helped shape your career?
- A single garden feature that looks really inviting e.g., a secluded bench, a soothing water feature, an outdoor mirror or a pretty gate.
- Post the confirmation that you have renewed your public liability insurance.
- Share your opinions on a recent gardening related TV program - be honest but don't be rude - you don't want to come across as a difficult person!
- Where are you taking your team for their Christmas meal? Share a picture of the celebrations.
- Take a picture of your dog out for a walk at the weekend .
- Show people what you do on your day off
- Let's see where the magic happens - share a picture of your desk or drawing board
- Post a selfie of you and/or your team at a training event.
- Invite everyone to sign up for your newsletter. Provide them with a link and tell them how your emails will help them. E.g. regular gardening tips.
- Give us an insight into how you prepare for a new day/week/project.
- At the beginning of each month, share a list of gardening jobs your readers could be doing.

Social Media Posts To Help You Reach More Followers Without Paying For Ads

- Snapshots of the products you are using - remember to tag suppliers so that they can comment and share your post.
- Like, share and comment on posts from other local organisations.
- Visit one of your suppliers and share a selfie of you with their staff/products - tag them in your post.
- Recommend a business you've enjoyed working with - sign maker, electrician, materials supplier
- Research hashtag days and events, e.g., #worldgreenroofday #internationaljokeday - post something to raise awareness for that cause.

Social Media Posts To Encourage Likes, Shares And Comments

- Share pictures (or video) of something unusual you have unearthed on site (buried treasure, lumps of concrete, an old patio etc.)
- Spontaneous video and images of birds, insects etc. you find whilst working
- Offer tips on encouraging wildlife into the garden.
- Ask a random question e.g. ‘do you prefer real grass or artificial grass?’
- Post a question asking for recommendations for somewhere to buy lunch close to where you are working.
- Challenge followers to share the last photograph they took of their own garden
- Ask your followers what they can remember of their childhood garden.
- Share images of a shared outdoor space that could be much better e.g., supermarket car park. Ask followers what kind of landscaping they would like to see there.
- A garden decorated for Christmas - ask followers to share pics of their outdoor lighting displays.
- Halloween garden displays - how do your followers decorate their gardens?
- Share a picture of your dog/cat in their favourite spot in your garden. Perhaps your followers could show us their pet’s favourite garden hangout.
- Ask people for the best piece of gardening advice they’ve ever received.
- Share your new year’s resolution and ask followers to share theirs.
- Challenge everyone to share one photograph of their garden every single day for the month of.....

Social Media Posts To Drive Traffic To Your Website

- Share a link to your latest blog post and give followers a snippet of what they’ll learn when they read it.
- Re-post a link to an older but popular blog post on your website.
- Write a website page or a blog about seasonal lawn care and share a link to it on your social media.

Engaging With Other Organisations To Raise Awareness Of Your Brand

- Post a link to an online article you found interesting
- Congratulate someone else on a job well done - e.g., thank Arbour Landscape Solutions for a timely delivery
- Review and recommend books on landscaping and garden design. Tag the author/publisher/retailer.
- Share a picture of the place you bought your lunch from and tag the shop/cafe in the post.
- Post pictures of landscaping materials you are looking forward to using. Tag the supplier in your post.
- Suggest a useful garden gadget that your followers might like. Tag the supplier in your post.
- Take us for a video walk around your local garden center and point out features you like e.g. a nice planting combination, seasonal products, the cafe.
- Show us some pictures of gardens associated with local attractions (stately homes, public spaces, theme parks) tag the organisation and tell us what you like about the garden.
- Mention a nationwide organisation you are connected with and tell others how they can get involved too e.g., a charity you support