



Boosting Your Social Media Strategy With Dig.Drop.Done™

This guide has been provided as a service to you, our valued retailer. In the pages that follow, you will find general best practices for four major social media platforms as well as DigDropDone related suggestions and ideas.

What are we trying to do?

Increase bulb sales across the U.S. and Canada. Tweeting, posting, pinning and blogging about flower bulbs and the Dig.Drop.Done campaign, can help increase engagement with your customers, spread the campaign's overall message and augment YOUR sales.

Who are we talking to?

Generation X, Y and Boomer females throughout the U.S. and Canada.

What overall tone should we utilize?

Fun Informative
Warm Energetic



Facebook: the strongest social network,
best used for:

Brief, actionable content

Fostering community

Offering exciting promotions

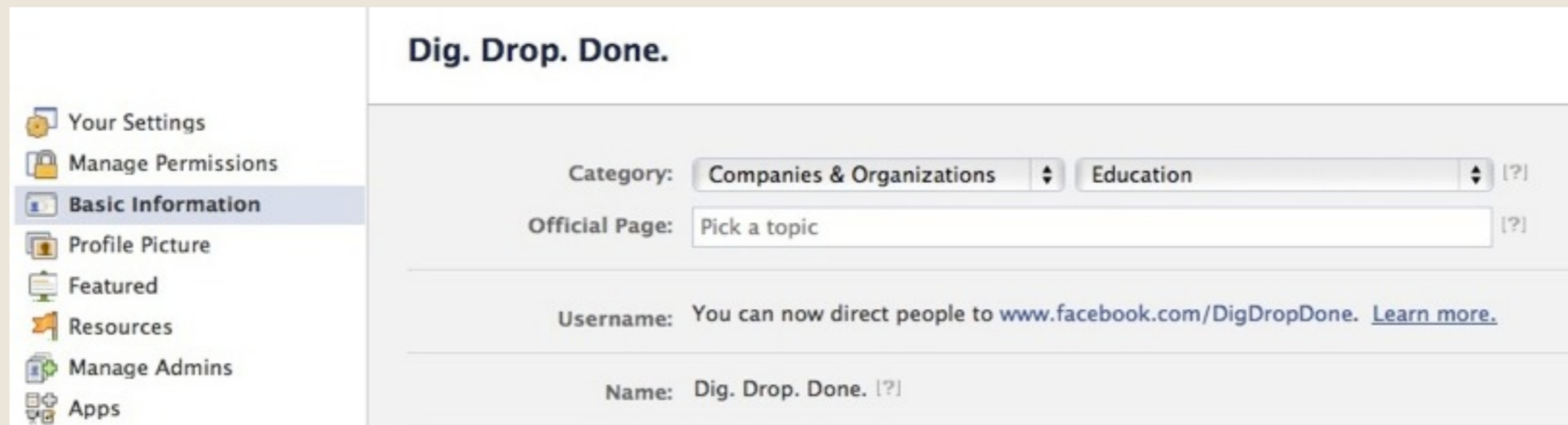
Best Practices: Facebook

Operating Your Brand Page

Continually encourage colleagues, partners and customers to lend their support to the page by offering Likes, sharing their own content or re-sharing the page's content.

Remember to set your page's *username* (custom URL). This can be done through your page settings once you've reached the fan minimum of 25. Doing so will make it easier for your customers to find your page.

As you can see here, the DDD username is www.facebook.com/DigDropDone.



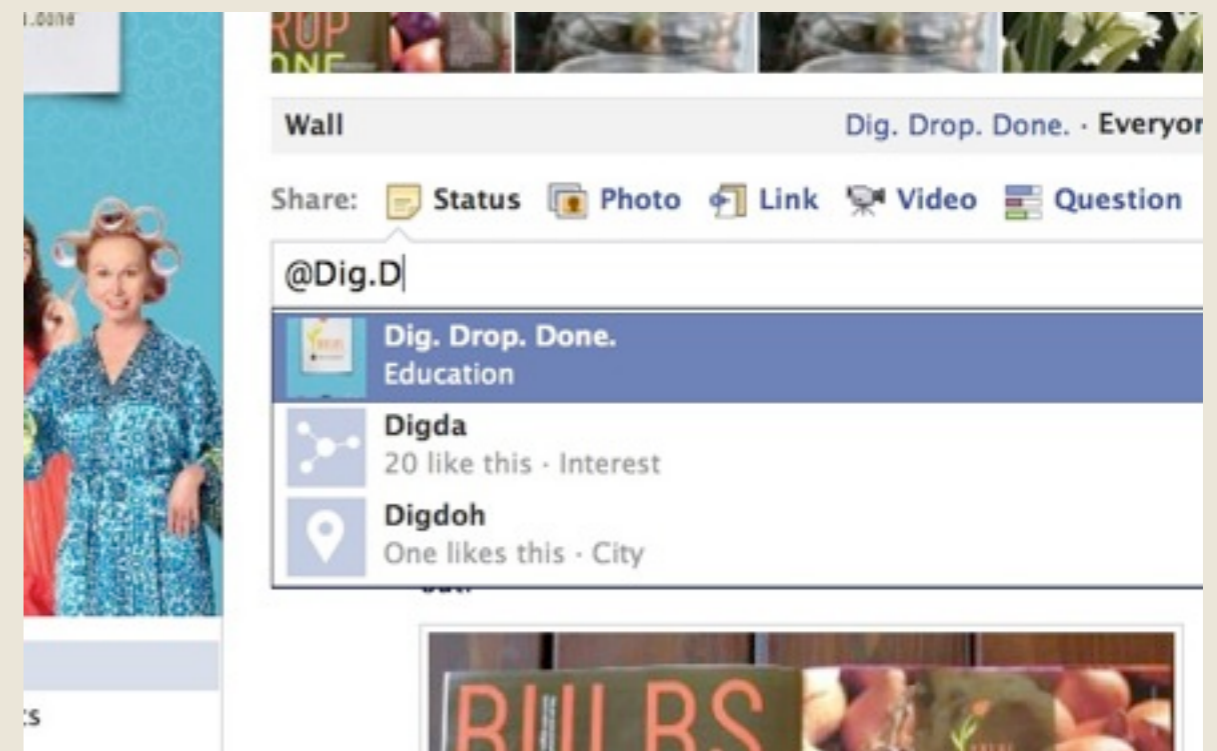
Best Practices: Facebook

Operating Your Brand Page

Create a “Favorites” list by adding the brand pages of partners, industry friends, relevant media and influencers. This will establish friendly connections in your community and industry.

“Tag” your Favorites (and other pages) in posts whenever possible by placing an “@” before the name of the page you wish to tag. If the name appears in the automated drop-down menu, select it. Users will now be able to click on the name of the page to visit it directly, and the chances of that page’s fans seeing your post are greatly increased.

Please note: If the page name does not appear in the drop-down menu, Facebook is simply unable to locate the page and you will not be able to tag it in your post. Include their name anyway - one of your fans may inform them of your favorable reference!



Best Practices: Facebook

Operating Your Brand Page

Keep your content focused and informative about your store(s), your promotions and seasonal tips and suggestions. Try to post at least twice (ideally, 3 to 4 times) per week, and remember to stay positive and helpful. This will encourage engagement with your fans and give them a sense of exclusivity.

Post content during peak social media traffic times to optimize sharing. Such times include 9:30 a.m. and 3:00 p.m. on Wednesdays and Fridays, though we recommend posting content more than twice weekly.

Don't avoid negative comments or questions from fans. Politely address their messages, and direct them to customer service when appropriate. Doing so will reinforce that you care about their concerns.

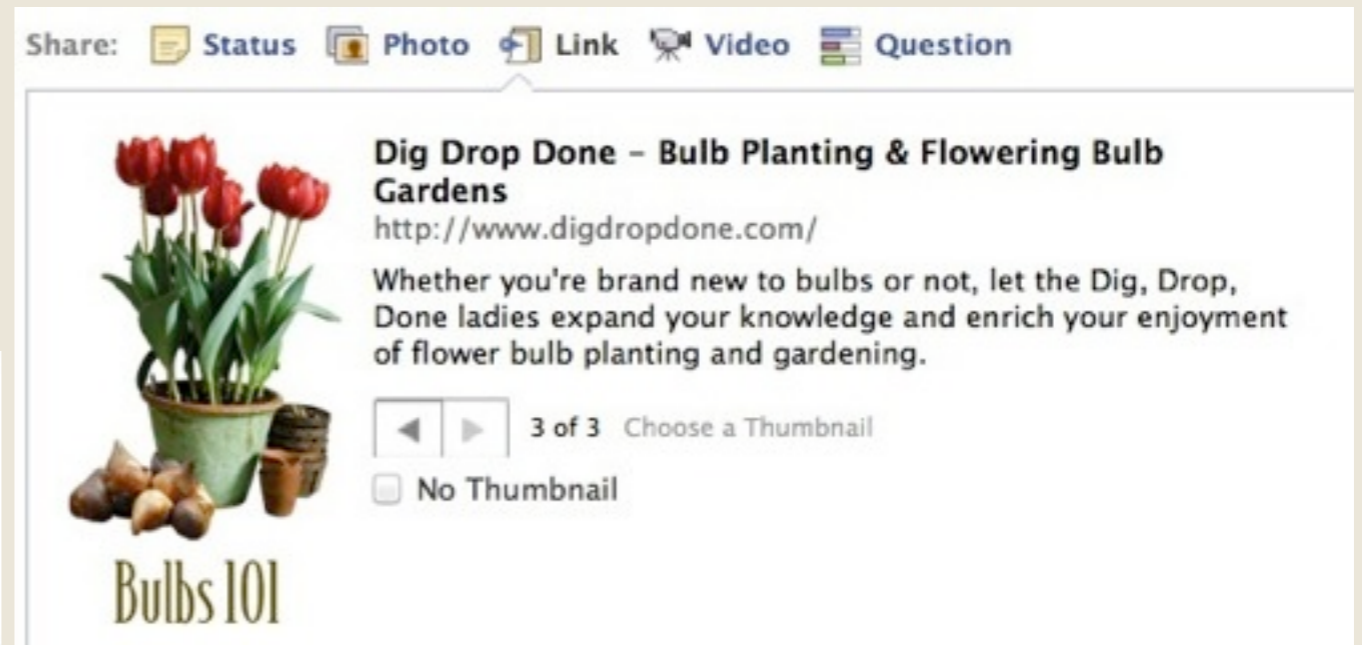
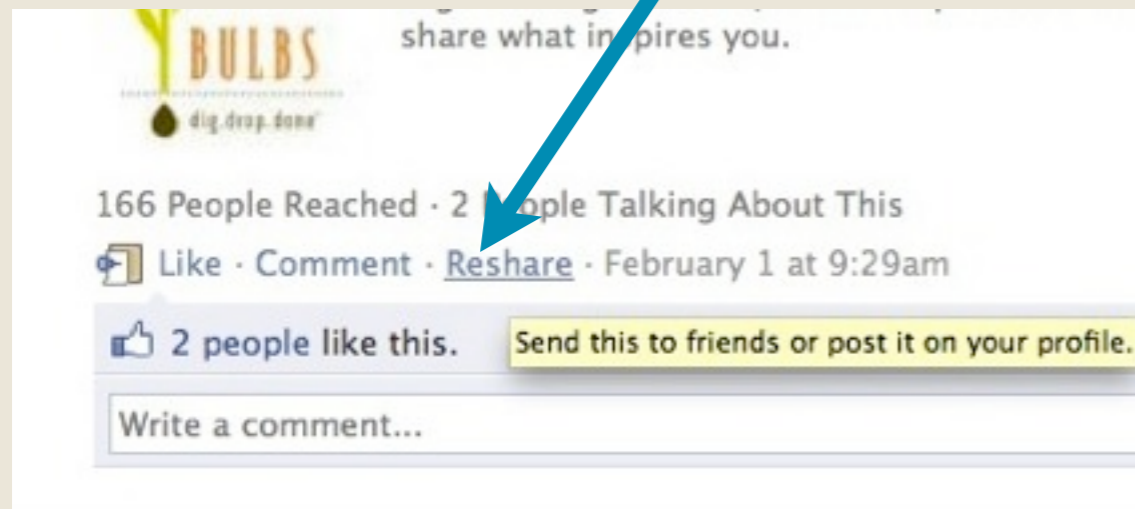
Respond to comments and messages within 3 hours (between the hours of 7:00 a.m. and 9:00 p.m.) to maintain timeliness.

Best Practices: Facebook

Operating Your Brand Page

Include links, videos or images with your content whenever possible. You will have the option of uploading files or simply attaching a link to your post. Augmenting your text with these forms of media will make it more visually appealing, encourage engagement from fans and give your page a polished feel.

Re-shares of relevant posts from “Favorite” pages should account for 20-30% of your content.



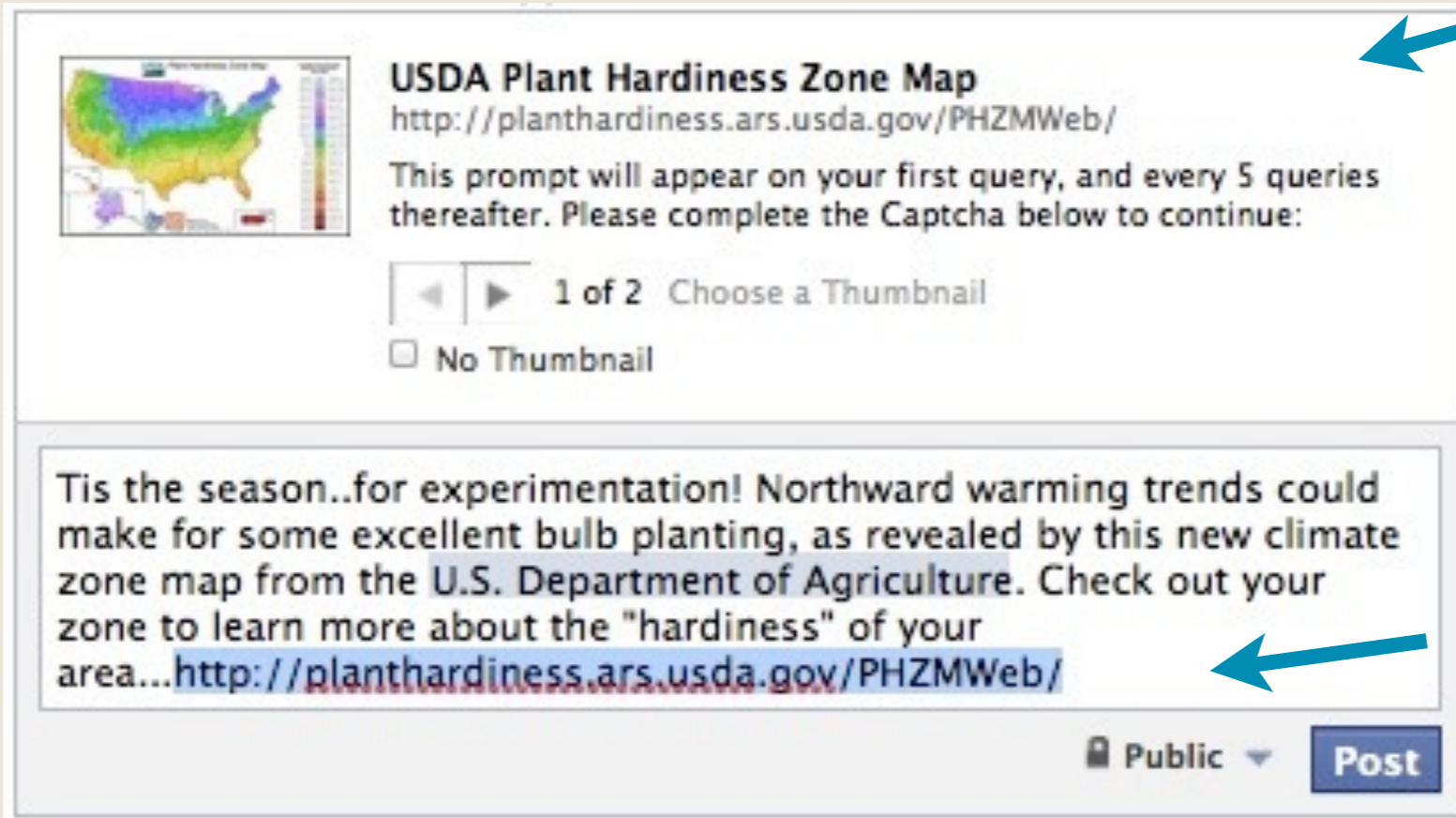
Best Practices: Facebook

Operating Your Brand Page

When sharing links, remember to:

1. Paste the link into the copy bar
2. Allow the dynamic display to generate
3. Select the most appropriate thumbnail image
4. Remove the link from the copy of the post so it does not appear in two places on the post

Once this content appears...



USDA Plant Hardiness Zone Map
<http://planthardiness.ars.usda.gov/PHZMWeb/>

This prompt will appear on your first query, and every 5 queries thereafter. Please complete the Captcha below to continue:

◀ ▶ 1 of 2 Choose a Thumbnail
 No Thumbnail

Tis the season..for experimentation! Northward warming trends could make for some excellent bulb planting, as revealed by this new climate zone map from the U.S. Department of Agriculture. Check out your zone to learn more about the "hardiness" of your area...<http://planthardiness.ars.usda.gov/PHZMWeb/>

Public ▼ **Post**

...you can delete the link from this text box

Incorporating DDD into Your Content

“Like” and/or add the DDD page to your page’s “Favorites”.

When referencing DigDropDone in your posts, remember to tag our page by placing a “@” before our name and selecting our page from the drop-down menu.

If you have positive comments about the campaign that you’d like to share with DDD fans, please post them on the DDD wall.

Please feel free to make use of helpful DDD posts by sharing them on your pages whenever you feel it is appropriate for your audience. Hit the “Share” or “Reshare” button, and a text box will appear that will allow you to present the information to your fans with a custom message.

The image shows a screenshot of the Facebook page for 'Dig. Drop. Done.'. The page header includes the name 'Dig. Drop. Done.', the category 'Education', and an 'Edit Info' link. The cover photo features a logo with a tulip and the text 'BULBS dig.drop.done'. The profile picture shows three women in colorful dresses. The main content area displays a post from 'Dig. Drop. Done.' with the text: 'Did you see our spread in Lawn & Garden Retailer Magazine? We're proud to be able to share how far Dig. Drop. Done. has come. Check it out:'. Below the text is a photo of a magazine spread titled 'BULBS BIG DROP DONE' with a blue arrow pointing to it. The post has 4 likes and 1 share. A 'Share this Photo' dialog box is open, showing the same text and photo, with a 'Share Photo' button and a 'Cancel' button. The dialog box also shows '4 people like this.' and '1 share'. The left sidebar contains navigation options: Wall, Hidden Posts, Info, Friend Activity (1+), Insights, Welcome, Meet The Ladies, Calendar, Photos, Videos, and EDIT. The 'About' section includes the text: 'Flower bulbs are the simple way to beautify your life! www.digdropdone.com'. The right sidebar shows '537 like this' and '25 talking about this', followed by a list of likes from users like 'Tulip Time F...', 'Lawn & Gard...', 'SHAPE Maga...', 'Durable Gar...', and 'First Daffodils'. The bottom of the page shows another post from 'Dig. Drop. Done.' with the text: 'We're thrilled to share that Dig. Drop. Done.'s part of SHAPE Magazine's 30th anniversary contest received over 12,000 entries. Many thanks to all of the participants, and congratulations again to SHAPE and the winners!'. Below this text is a photo of white flowers and the text 'Like · Comment · Reshare · Yesterday at 10:54am'. A user named 'Elizabeth Wells Berkes' has liked this post.



Twitter: a powerful platform that allows:
The rapid distribution of information
Fostering community
Participation in relevant conversations

Best Practices: Twitter

Operating Your Twitter Stream

Keep your content focused and informative about your store(s), your promotions and seasonal tips and suggestions. Try to post at least twice (ideally, 3 to 4 times) per day, and remember to stay positive and helpful. Remember—this will encourage engagement with your fans and give them a sense of exclusivity.

Retweet (like sharing on Facebook) relevant posts from followers/followees 20-30% of the time. This encourages following back, the feeling of inclusion (from your followers/customers) and the distribution of helpful information.



Best Practices: Twitter

Operating Your Twitter Stream

Create a followee list of local partners, national organizations or initiatives, gardening experts and other relevant entities. This will establish friendly connections in your community and industry.

When referring to these individuals or organizations, attempt to use their Twitter handle whenever possible (“@” plus a specific username). It will automatically inform them that they were mentioned in your tweet, and increase the chances of that tweet being seen and then retweeted.



Best Practices: Twitter

Operating Your Twitter Stream

Don't avoid negative comments or questions from fans. Politely address their messages, and direct them to outside customer service when appropriate. Doing so will help you reinforce that you care about their concerns.

Respond to comments and messages within 3 hours (between the hours of 7:00 a.m. and 9:00 p.m.) in order to maintain timeliness.

Post content at peak traffic times to ensure sharing. Such times include 9:30 a.m. and 3:00 p.m. on Wednesdays and Fridays, though we recommend posting content more than twice weekly to keep your followers engaged.

Include links, videos or images with your content whenever possible. Your followers will appreciate your use of media to augment your content.



Best Practices: Twitter

Operating Your Twitter Stream

Tweets should attempt to incorporate hashtags (a keyword preceded by a “#”) whenever appropriate. Hashtags allow your conversations or topics of discussion to be tracked easily. Relevant hashtags for your store (and DDD) include #gardening, #bulbs, #bulbchat, #decor, #spring, #specials, #discount, etc.

Remember to participate in hashtag events like #FollowFriday (or #FF—a tradition of recommending other users worth following) or #gardenchat, as they will help you to join active conversations on Twitter and build community among your customers.



Incorporating DDD into Your Content

Follow @DigDropDone from your personal and/or business account.

When referencing the individual DDD Ladies, use a corresponding hashtag to your tweets—#Marcy, #Juliana and #Evelyn, respectively—to make your references trackable.

When referencing bulb planting or the campaign, please use #bulbs or #bulbchat in your tweet.

Please feel free to retweet @DigDropDone tweets whenever you feel the content is appropriate for your audience.

Please include @DigDropDone among your #FollowFriday mentions regularly.





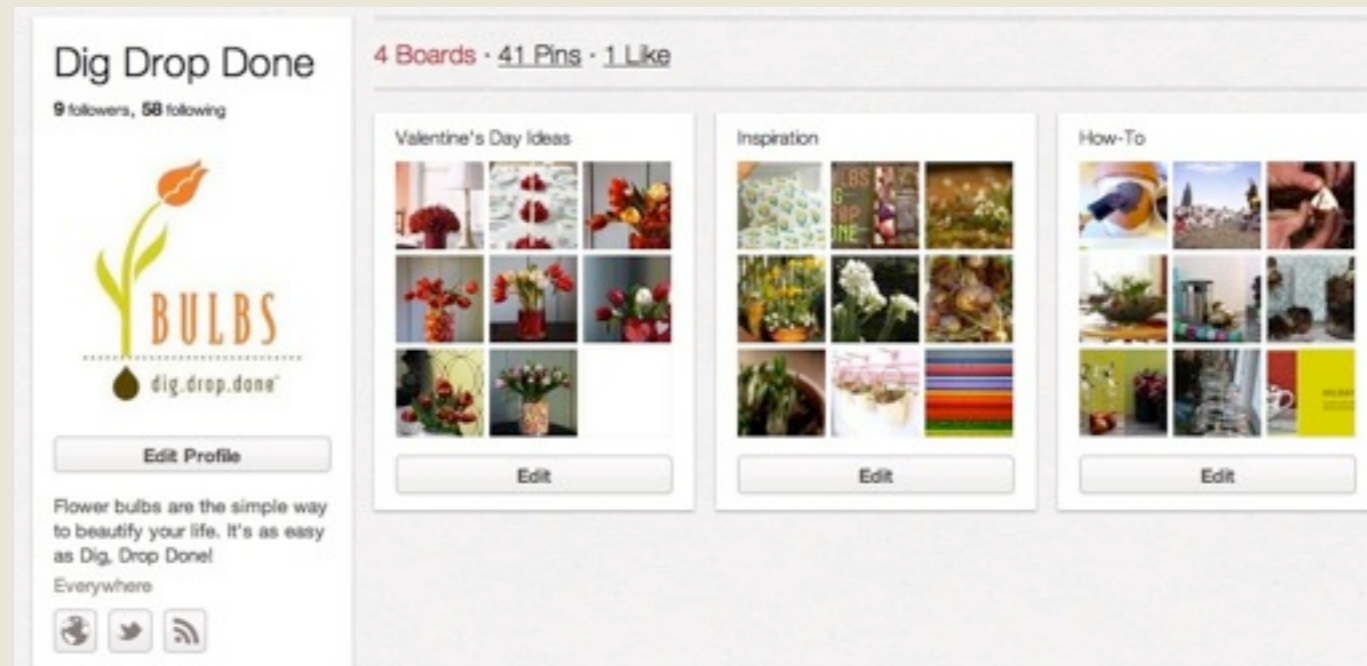
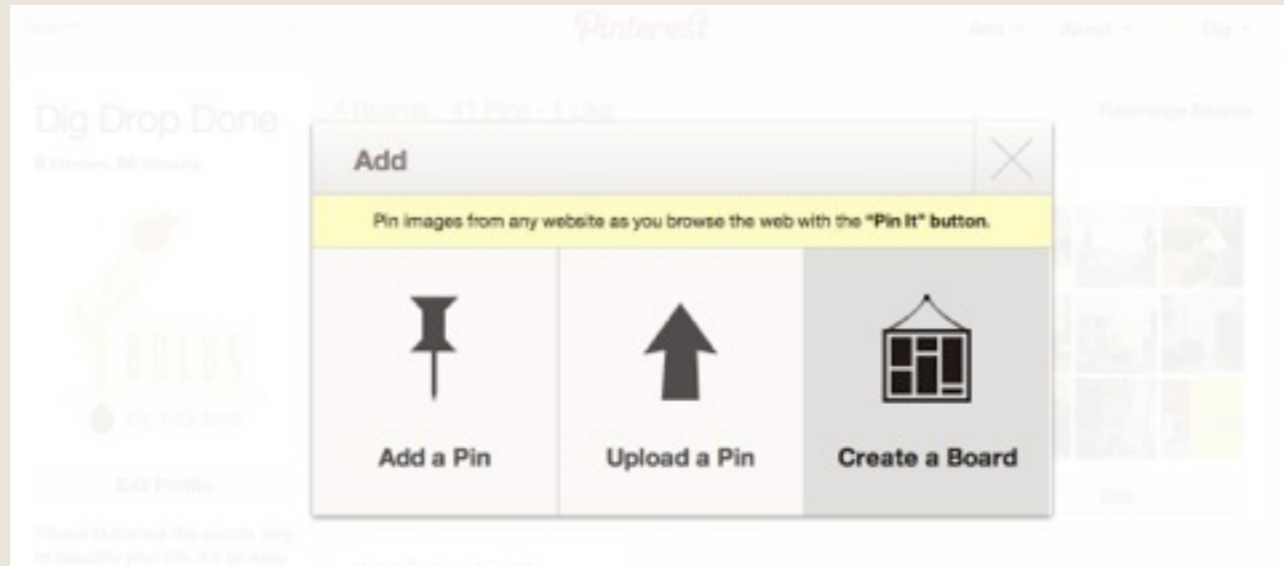
Pinterest: a new, massively popular platform driven by the production and sharing of meaningful, relevant images.

Best Practices: Pinterest

Operating Your Pin Boards

Once you've established your account, create different "pin boards" to organize your images.

Helpful categories for your store might be "Home Products", "Garden Products", "Decor Inspiration", "Do It Yourself Ideas", etc.



Best Practices: Pinterest

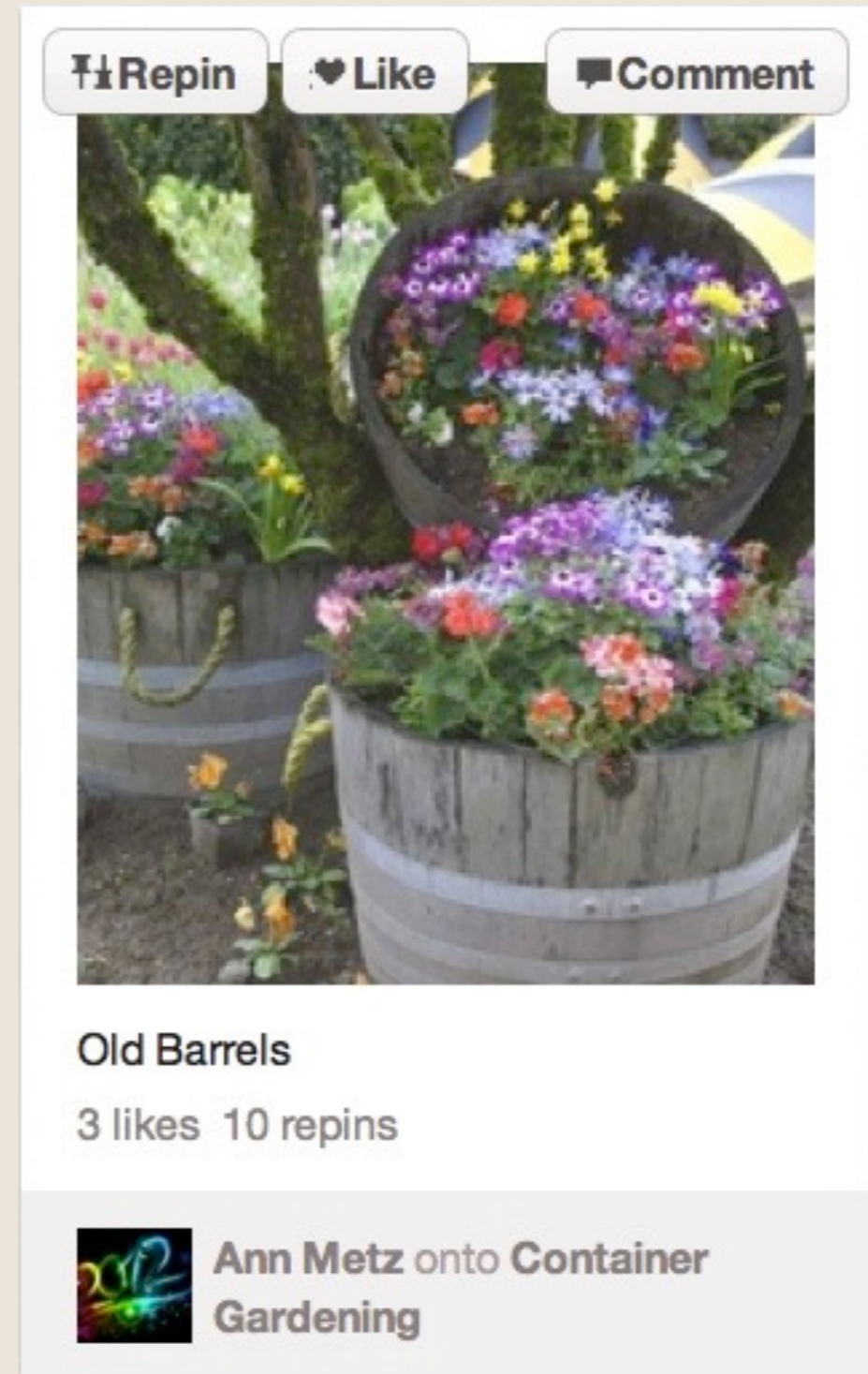
Operating Your Pin Boards

You should repin, Like or comment on images that you see on Pinterest. Liking and commenting applies only to the image itself—repinning means that you are placing the image, with a link back to its original location, on one of your boards to share with your followers.

Try to distribute these actions evenly to foster community and build followers. It is best to pin 1 to 2 images each day.

Respond to comments and messages within 3 hours (between the hours of 7:00 a.m. and 9:00 p.m.) to maintain timeliness.

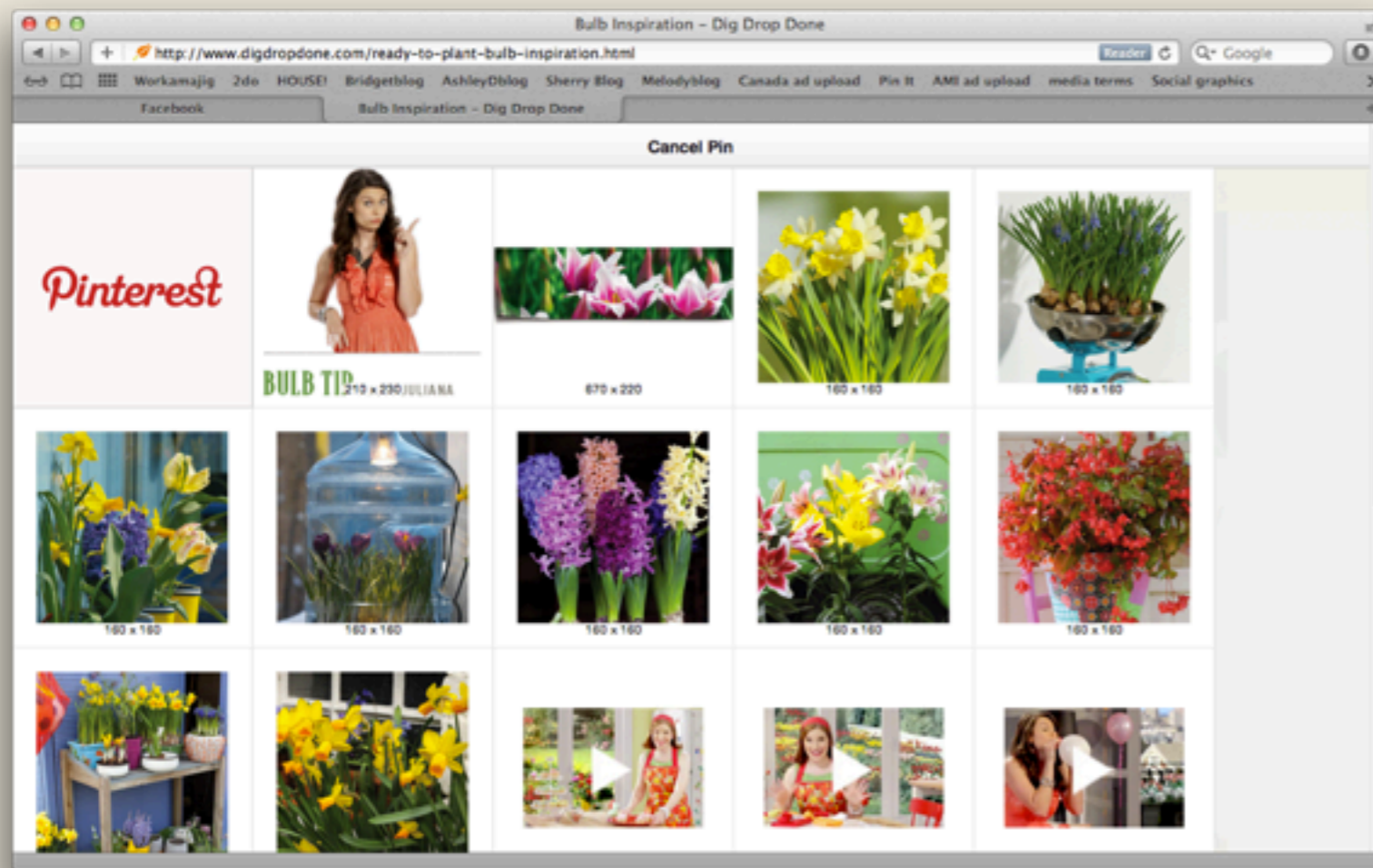
Post content at peak traffic times to ensure sharing. Such times include 9:30 a.m. and 3:00 p.m. on Wednesdays and Fridays, though we recommend posting content more than twice weekly to keep your followers engaged.



Best Practices: Pinterest

Operating Your Pin Boards

Upload your own images 20-30% of the time. The remainder of your images should come from other Pinterest users or other websites. Look for the “Pin It” button to find images that will be easy to share with your followers.



You may also install a “Pin It” button onto your web browser (instructions are available at <http://pinterest.com/about/goodies/#pinmarklet>), which will allow you to choose any image from the web page you are currently viewing and pin it to your boards. Adding this “Pin It” button to your browser toolbar makes it really simple to share images from a variety of your favorite sites.

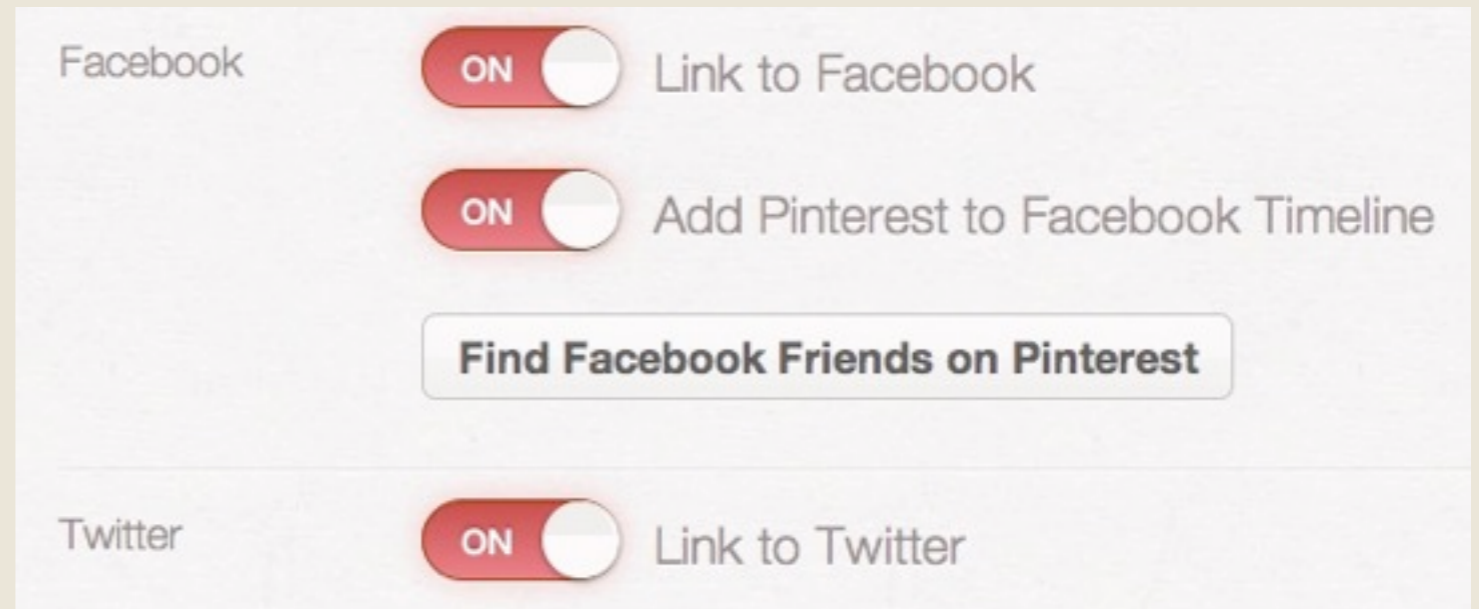
Best Practices: Pinterest

Operating Your Pin Boards

You may cross-promote your images by linking your Pinterest account to your Facebook account and Twitter account (accessible via your account settings). By linking your accounts, you will be able to automatically share your Pinterest discoveries through your other social profiles.

Doing so will casually remind your fans and followers of the many ways they can connect with your store online.

When pinning a new image, ticking the box next to your additional social profiles will automatically send it to those platforms. We recommend choosing at least two images per month to share on Facebook and Twitter.

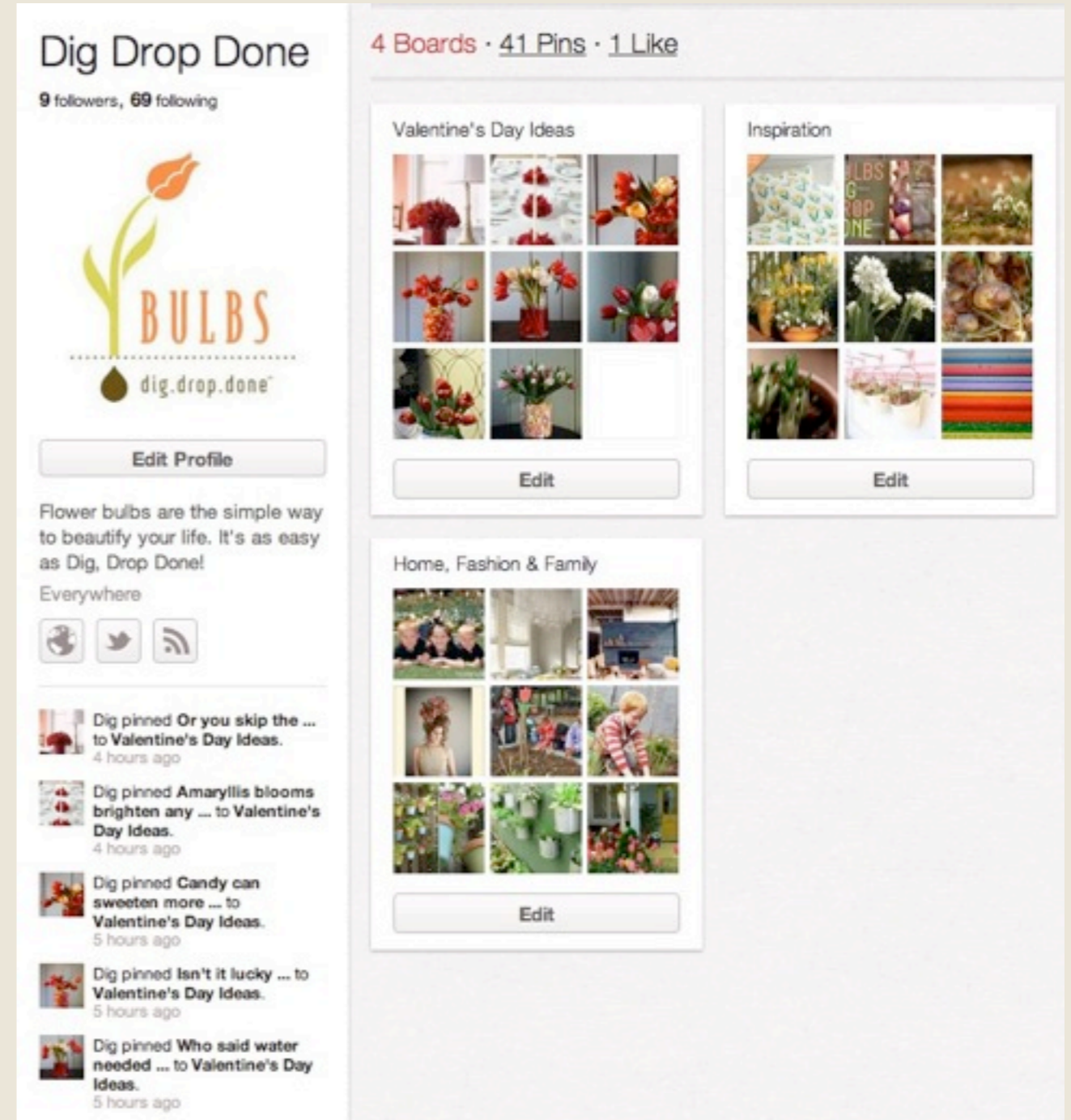


Incorporating DDD into Your Content

Follow the Dig Drop Done pin boards most relevant to your store(s).

Please feel free to repin 2 to 4 of DDD's images per month, either from the DDD pin boards or the campaign website.

Please link back to the DDD pin boards from other social profiles when you discover an image (particularly an instructive image) that you feel your customers would really appreciate.





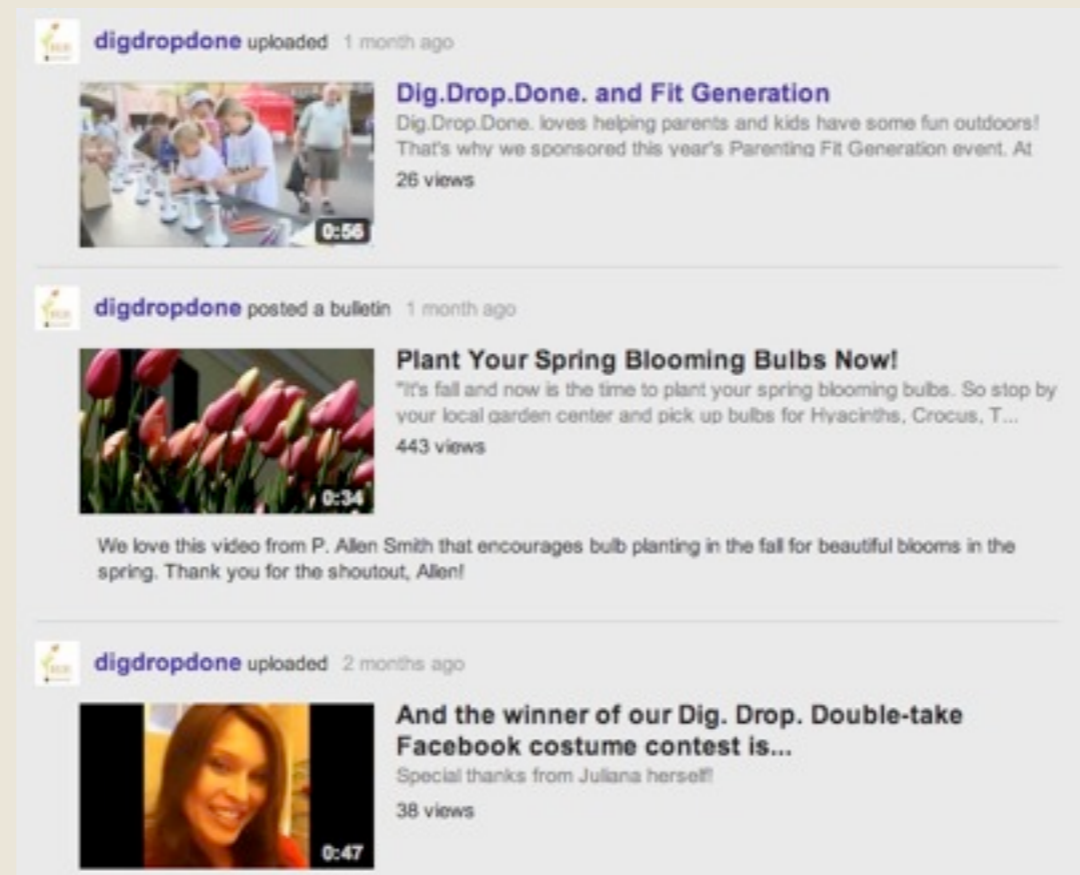
YouTube: the web's go-to video database and search engine that will distribute the campaign's video content.

Best Practices: YouTube

Operating Your Channel

Remember: Success on YouTube is about quality content. Videos do not have to be expensive or polished to be appealing—in fact, the opposite is often true. Rather than focusing on production value, consider your customers and try to create content that is interesting, useful or funny to engage viewers. Avoid filling your videos with blatant advertising or sales gimmicks—those are for another time and place.

YouTube is one of the largest search engines in the world. When titling your videos and writing their summaries, consider how viewers will locate them. What keywords are most relevant? How can you explain the content clearly and concisely? Remember to provide links back to your store's website or other social profiles so your customers can continue their experience if they like.



The screenshot displays three video uploads from the 'digdropdone' channel:

- Video 1:** 'Dig.Drop.Done. and Fit Generation' (0:56). Description: 'Dig.Drop.Done. loves helping parents and kids have some fun outdoors! That's why we sponsored this year's Parenting Fit Generation event. At 26 views'.
- Bulletin:** 'Plant Your Spring Blooming Bulbs Now!' (0:34). Description: '"It's fall and now is the time to plant your spring blooming bulbs. So stop by your local garden center and pick up bulbs for Hyacinths, Crocus, T... 443 views'. A note below reads: 'We love this video from P. Allen Smith that encourages bulb planting in the fall for beautiful blooms in the spring. Thank you for the shoutout, Allen!'.
- Video 2:** 'And the winner of our Dig. Drop. Double-take Facebook costume contest is...' (0:47). Description: 'Special thanks from Juliana herself! 38 views'.

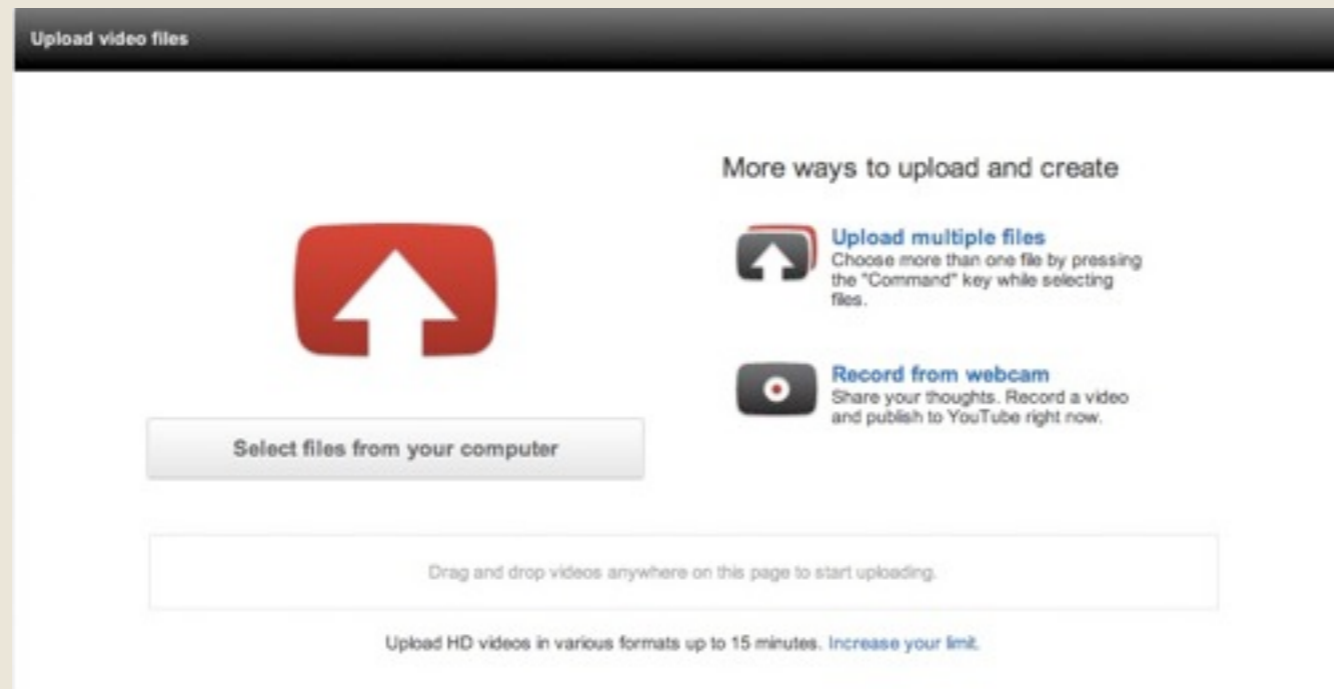
Best Practices: YouTube

Operating Your Channel

Formatting is important to what videos you can upload and how well they will present through the YouTube interface.

YouTube accepts video files from most digital cameras, camcorders, and cell phones in the .WMV, .AVI, .MOV and .MPG file formats. The videos must be less than 100MB in size and less than 10 minutes in length. Longer videos, such as full-length presentations or instructions, should be broken into multiple files to make them easy to upload, view and share.

For the best presentation quality, YouTube recommends MPEG4 (Divx, Xvid) format, 320×240 resolution, good quality MP3 audio and 30 frames per second.



Best Practices: YouTube

Operating Your Channel

Users find videos through YouTube's tagging system. When uploading videos, you can assign single word tags to each video to help categorize the content. YouTube will then use these tags to group related videos for search results.

Think carefully about the tags you assign to your videos. They should be logical, relevant and simple. Keeping these tips in mind will make it easier for your customers to find your content.

Uploaded by [digdropdone](#) on Jan 10, 2012

Dig.Drop.Done. loves helping parents and kids have some fun outdoors! That's why we sponsored this year's Parenting Fit Generation event. At our booth we provided each child a few flower bulbs to take home and plant. We also had the kids decorate their own vase with markers, fingerprints and stickers. Once their bulbs bloomed they had a one-of-a-kind vase to display the beautiful flowers they grew. What a perfect combination!

Category:

[Entertainment](#)

Tags:

[parenting.com](#) [parenting](#) [bulbs](#) [flowers](#) [fit](#) [generation](#) [fitness](#) [exercise](#)
[family](#) [parents](#) [kids](#)

License:

Standard YouTube License

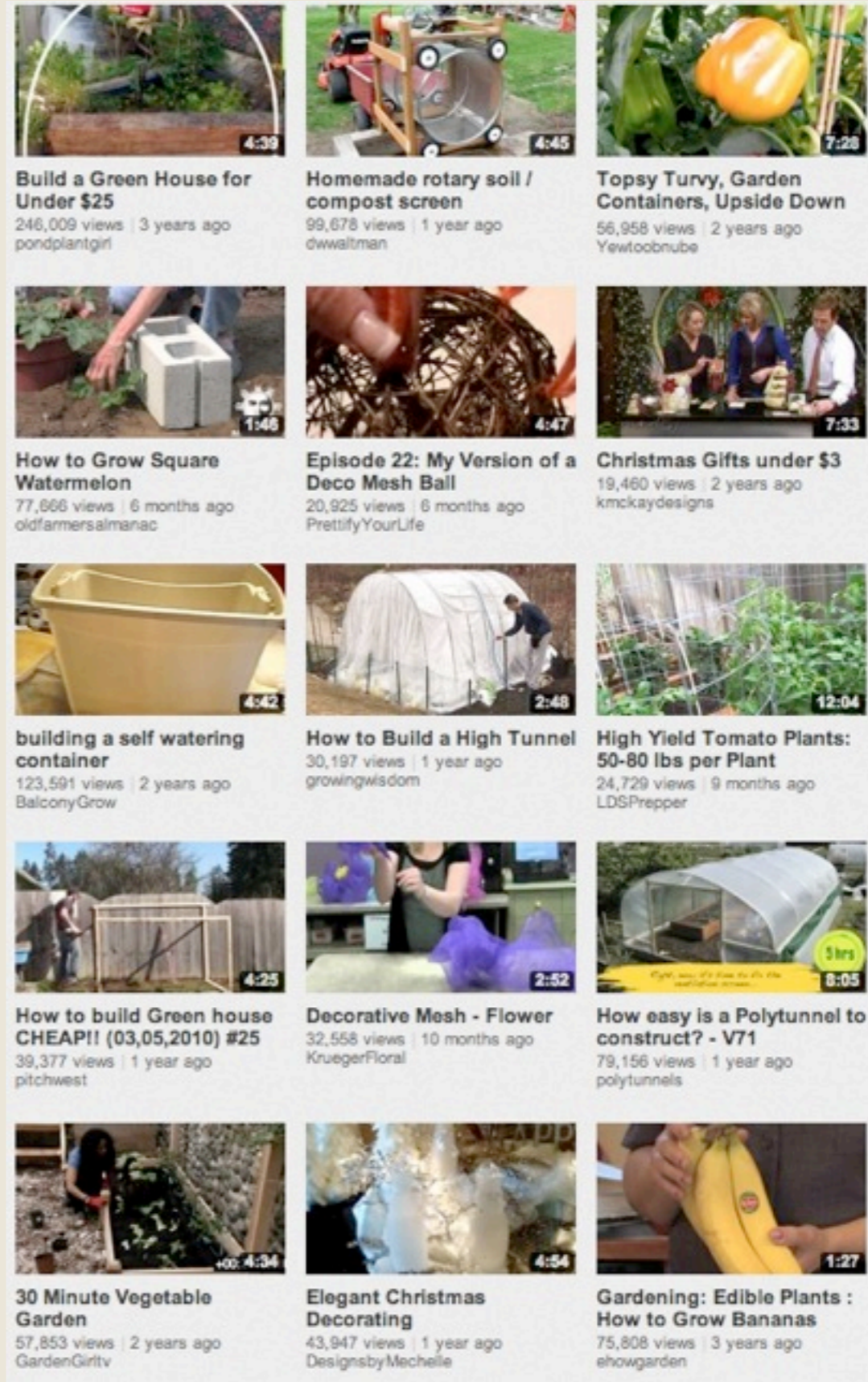
Best Practices: YouTube

Operating Your Channel

Subscribe to channels that cater to the interests of your customers. Try to Like or share 1 to 2 impactful videos from other users each month, as it will build a sense of community and potentially increase subscriptions to your channel.

Don't avoid negative comments or questions from viewers or subscribers. Politely address their messages, and direct them to outside customer service when appropriate. Doing so will reinforce that you care about their concerns.

Respond to comments and messages within 3 hours (between the hours of 7:00 a.m. and 9:00 p.m.) to maintain a sense of timeliness.



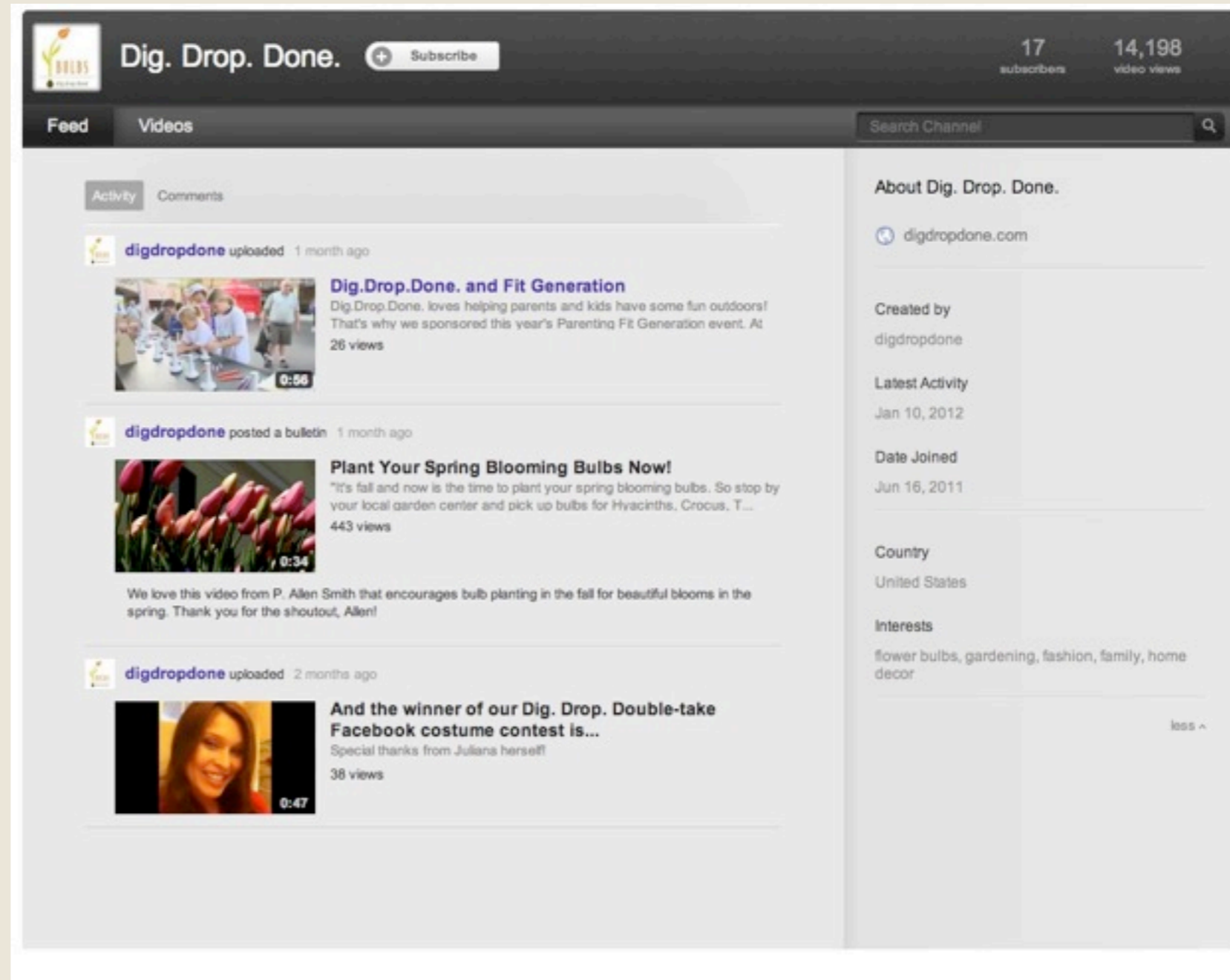
The image displays a grid of 12 YouTube video thumbnails, each with a title, view count, and upload date. The thumbnails are arranged in a 4x3 grid. The first row includes: 'Build a Green House for Under \$25' (246,009 views, 3 years ago), 'Homemade rotary soil / compost screen' (99,678 views, 1 year ago), and 'Topsy Turvy, Garden Containers, Upside Down' (56,958 views, 2 years ago). The second row includes: 'How to Grow Square Watermelon' (77,666 views, 6 months ago), 'Episode 22: My Version of a Deco Mesh Ball' (20,925 views, 6 months ago), and 'Christmas Gifts under \$3' (19,460 views, 2 years ago). The third row includes: 'building a self watering container' (123,591 views, 2 years ago), 'How to Build a High Tunnel' (30,197 views, 1 year ago), and 'High Yield Tomato Plants: 50-80 lbs per Plant' (24,729 views, 9 months ago). The fourth row includes: 'How to build Green house CHEAPI! (03,05,2010) #25' (39,377 views, 1 year ago), 'Decorative Mesh - Flower' (32,558 views, 10 months ago), and 'How easy is a Polytunnel to construct? - V71' (79,156 views, 1 year ago). The fifth row includes: '30 Minute Vegetable Garden' (57,853 views, 2 years ago), 'Elegant Christmas Decorating' (43,947 views, 1 year ago), and 'Gardening: Edible Plants : How to Grow Bananas' (75,808 views, 3 years ago).

Video Title	Views	Upload Date
Build a Green House for Under \$25	246,009	3 years ago
Homemade rotary soil / compost screen	99,678	1 year ago
Topsy Turvy, Garden Containers, Upside Down	56,958	2 years ago
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Episode 22: My Version of a Deco Mesh Ball	20,925	6 months ago
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Elegant Christmas Decorating	43,947	1 year ago
Gardening: Edible Plants : How to Grow Bananas	75,808	3 years ago

Incorporating DDD into Your Content

Subscribe to the Dig Drop Done channel.

Please feel free to share or embed DDD videos in blog posts or on your other social profiles for your customers' enjoyment or education.



The screenshot shows the YouTube channel page for 'Dig. Drop. Done.'. At the top, there is a channel banner with the logo (a flower bulb with the word 'BULBS' above it) and the channel name 'Dig. Drop. Done.' next to a 'Subscribe' button. On the right side of the banner, it displays '17 subscribers' and '14,198 video views'. Below the banner, there are tabs for 'Feed' and 'Videos', and a search bar labeled 'Search Channel'. The main content area shows a list of videos:

- Activity** | Comments
- digdropdone** uploaded 1 month ago
Dig.Drop.Done. and Fit Generation
Dig.Drop.Done. loves helping parents and kids have some fun outdoors! That's why we sponsored this year's Parenting Fit Generation event. At 26 views
- digdropdone** posted a bulletin 1 month ago
Plant Your Spring Blooming Bulbs Now!
"It's fall and now is the time to plant your spring blooming bulbs. So stop by your local garden center and pick up bulbs for Hyacinths, Crocus, T... 443 views
We love this video from P. Allen Smith that encourages bulb planting in the fall for beautiful blooms in the spring. Thank you for the shoutout, Allen!
- digdropdone** uploaded 2 months ago
And the winner of our Dig. Drop. Double-take Facebook costume contest is...
Special thanks from Juliana herself! 38 views

On the right side, there is an 'About Dig. Drop. Done.' section with the following details:

- Website: digdropdone.com
- Created by: digdropdone
- Latest Activity: Jan 10, 2012
- Date Joined: Jun 16, 2011
- Country: United States
- Interests: flower bulbs, gardening, fashion, family, home decor

What kind of content should you share?

Editorial Suggestions for February & March 2012

Many of these topics will appear on DigDropDone Facebook page. For content you can easily share with customers, simply visit www.facebook.com/DigDropDone.

February 13-17

Continue to discuss Valentine's Day and creative suggestions for Valentine's gifts; Highlight local gardening groups, clubs or weekend events that customers may enjoy.

February 20-24

Offer spring cleaning ideas—quick fixes to spruce up one's home and display the beauties of spring indoors.

February 27-29

Highlight Leap Year—how will your customers be spending the extra day? DDD recommends getting a head start on a summer-flowering garden.

Note: Remember to pair ongoing promotions or specials with topical content. What sales are you running that are most relevant to the focal points of each week?

What kind of content should you share?

Editorial Suggestions for February & March 2012

Many of these topics will appear on DigDropDone Facebook page. For content you can easily share with customers, simply visit www.facebook.com/DigDropDone.

March 1-2

Highlight local gardening groups, clubs or weekend events that customers may enjoy.

March 5-9

Discuss the start of Daylight Savings—a quick and easy way to remember when to do spring planting; cross-promote the DDD fan sweepstakes.

March 12-16

Continue to cross-promote the DDD fan sweepstakes; highlight a local gardening influencer (perhaps an instructor, writer or event organizer) for their work in your area.

March 19-23

Discuss the official start of spring (March 20)—how will your customers celebrate? Are they seeing evidence of their hard work from the fall?

March 26-30

Highlight the coming of Easter—are there creative alternatives to eggs and candy for family activities or Easter baskets?

Note: Remember to pair ongoing promotions or specials with topical content. What sales are you running that are most relevant to the focal points of each week?

Please contact your bulb supplier for more information.

