

# FLOWER FARMERS OF IRELAND

## SOCIAL MEDIA STRATEGY

We will continue with our strategy of individual members hosting the FFOI account on a week by week basis. We will decide whether each member will be posting for FFOI for one week or more, once we have a full member list. This posting covers Instagram and the Facebook page.

**Update for 2020: As per the AGM decision, this year all members will have the chance to host, not just 'full' members as previously. As per 2019, it remains each member's responsibility to note their hosting week in their own calendar as we will not be sending reminders. The new Social Media Schedule/Calendar has been assembled from April 2020 to April 2021. In the 2020 calendar spreadsheet, after 'December' there is an additional tab entitled 'Names'. This has a list of all hosts and which month they are hosting in, to be used as a quick reference guide.**

If a certain week does not suit a grower, the week can be swapped with another grower, as long as the coordinator is informed beforehand.

If a grower unexpectedly cannot take over account, coordinator must be informed as soon as possible. Contact fiona ([rustlingfarmflowers@gmail.com](mailto:rustlingfarmflowers@gmail.com) or rustling\_farm\_flowers on instagram).

The first post of each week should be/include an introduction of the grower, with a bit of detail about them and their business. We want to use instagram (along with the linked social media accounts) to promote irish flowers and member's businesses. **Please remember to tag the next member who is scheduled to host in your last social media post, it's really helpful as a reminder!**

The host for the week is also responsible for replying to any comments on their posts that week. Controversial comments should be discussed with the committee before replying.

**Update for 2020: As per 2019, if FFOI is attending a special event, such as Bloom, it will be the hosting member's responsibility to do the event related posts for FFOI. It will also be this member's responsibility to respond to any comments or questions posted about the event.**

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## SOCIAL MEDIA GUIDELINES

### THE ROLE OF SOCIAL MEDIA

Social media is a vital part of our communication strategy because it provides the public with a positive impression of the association, and of Irish flower farming in general. As a platform it helps the public gain an understanding of (and influence their opinion and behaviour towards) the positive move of the further introduction of Irish grown flowers in Ireland. It is a far-reaching method of communication, allowing us to network all over the world, and is almost instantaneous in its dispersal, permitting fast updates and responses to different situations and/or trends in the flower community and beyond. Instant communication with the people who live near us and buy from us!

For the purpose of this association and in line with the association's mission statement all content visible on any images broadcasted through or in relation to the association is limited to and should contain only 100 percent Irish grown flowers or foliage.

Information should be accurate and truthful and promote the aim of the group to enhance and protect the overall reputation of the association.

### CODE OF CONDUCT

Images should be of 100% irish flowers & foliage

Not necessarily photographer images but clear, high quality images

If a photographer image is used credit should be given

Do a spelling check prior to posting

The person in charge of that week responds to any comments or responses to post

In case of any controversial comments discuss with committee before replying.

Ensure images relates to post text or is explained in post text.