

COVID-19 Webinar Series: Social Media Strategies for Florists

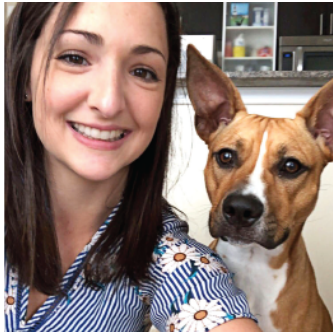


Carly Anechiarico, Blossom Flower Shops, Yonkers, NY
Jackie Levine, Central Square Florist, Boston, MA
Nicole Palazzo, City Line Florist, Trumbull, CT

April 8, 2020

SAF Staff

safnow.org/about-saf/saf-staff/



COVID-19 Resources

COVID-19 Updates for the Floral Industry

Stay updated on the latest industry news related to the coronavirus disease (COVID-19):

- Visit our [Industry News page](#) for timely updates.
- Make sure you are receiving SAF's newsletter, [SAF NOW](#), every Wednesday. Not getting the newsletter? Email [Sheila Santiago](#).
- Listen to the latest [webinars on COVID-19 best practices](#).

Tools to Promote Flower Buying

Use SAF's ready-made resources to remind consumers that flowers provide instant joy and create a connection between people separated by distance.

- [Social Media Graphics and Posts](#)
- [Banner Ad Graphics](#)
- [Outreach to Local Editors](#)
- [Best Practices for Promoting Flowers](#)

Communicating with Customers

Communication with customers is key right now. Some advice follows:

- [Shop Safety and Sanitation](#)
- [Why We're Staying Open](#)
- [Safety of Floral Industry Shipments](#)

State Resources

Get information on [state-specific](#) regulations for "essential" businesses and how to apply for an exemption.

- [Examples of Successful Exemption Campaigns](#)
- [Tips for Requesting a Waiver](#)
- [SAF Letter to Governors Requesting a Waiver](#)
- [Sample Letter from a State-Wide Effort](#)

Government Resources

Get updates on state and federal grants and loans, tax relief and other financial assistance.

- [U.S. Small Business Administration \(SBA\) Disaster Loans](#)
- [U.S. Chamber of Commerce Tool](#)

Federal Aid

Learn more about the [types of financial assistance available](#), how to apply, answers to FAQs and more.

- [SBA Overview of Coronavirus Relief Options](#)
- [Paycheck Protection Program Borrower Guidance from Treasury Dept.](#)
- [Find Eligible Lenders for the Paycheck Protection Program](#)
- [Paycheck Protection Program Borrower Application](#)

Ongoing Education

[Put unexpected staff downtime to use with SAF training and webinars, including:](#)

- [Tim's Calling...Live](#) (customer service)
- [Book More Weddings On the Spot](#) (weddings)

Industry Response

Find out more about how these groups and SAF partners are responding to the COVID-19 crisis.

State/Regional Groups (coming soon)

National floral networks

- [AFE](#)
- [AFIF](#)
- [AIFD](#)
- [ASCFG trade and consumer-facing site](#)
- [Asocolflores](#)
- [Calflowfers](#)
- [CCFC](#)
- [Expoflores](#)
- [PMA](#)
- [WF&FSA](#)

COVID-19 State Resources

State Resources

SAF is working hard to provide you with the most up-to-date information on how your state is handling Covid19-related issues such as unemployment, aid, small business assistance, and essential business guidelines. In the event that you are unable to locate the resources you need under your listed state (below), SAF suggests you visit your state government page for further information. Your government page can be found by [yourstatename.gov](#) or [yourstateabbreviation.gov](#). Most pages have a dedicated link for COVID19 where these resources are located.

Navigating Requests for Exemptions from State and Local Jurisdictions

Decisions at the state and local level regarding directives on closures and shelter in place are being made very quickly, with little notice. Provisions for requesting exemptions vary from jurisdiction to jurisdiction. SAF has compiled [tips for requesting a waiver or exemption](#), as well as [examples of successful exemption letters and campaigns](#). Check out your state or local jurisdiction's guidance in the links below.

Alabama

- [Alabama Public Health Order \(March 27, 2020\)](#)
- [Alabama State of Emergency Proclamation](#)
- [Non-Essential Business and Services listing](#)
- [Alabama Small Business Development Center Business Info](#)

Alaska

- [Alaska Public Health Information](#)
- [Alaska Small Business Development Center](#)
- [Alaska Economic Stabilization](#)
- [Alaska Stay at Home Order](#)

Arizona

- [Arizona Public Health Information](#)
- [Arizona Emergency Information Network](#)

Arkansas

- [Arkansas Public Health Information](#)
- [Arkansas Guidance for Employees](#)
- [Arkansas Unemployment Insurance Benefits as a Result of COVID-19 Notice](#)

California

- [Office of Small Business Advocate](#)
- [COVID Response Site for Businesses](#)
- [Small Business Finance Center](#)
- [San Francisco Business Resources](#)

Colorado

- [Colorado Public Health Information](#)
- [General Overview of Closures](#)
- [Guidance for Businesses](#)
- [Business Resource Center](#)
- [Instructions for Social Distancing Certification for Businesses](#)
- [Guidance for Worker and Customer Protection](#)

Nebraska

- [Nebraska Public Health Information](#)
- [Emergency Unemployment Insurance Benefit Relief](#)

Nevada

- [Stay at Home Order](#)
- [Guidance on Essential Services](#)
- [Small Business Resources](#)

New Hampshire

- [Closure of Non-Essential Businesses Executive Order](#)
- [Resources for Businesses and Employers](#)
- [Guidance on Unemployment Benefits](#)
- [State's Description "What is an Essential Business"](#)

New Jersey

- [State of Emergency Declaration](#)
- [Stay at Home Order](#)
- [General Overview of Closures](#)
- [Resources for Businesses](#)
- [Exempt and Non-Exempt Businesses](#)

New Mexico

- [Stay at Home Order](#)
- [Guidance on Essential Businesses](#)
- [Information for Workers and Businesses](#)
- [Help for Businesses Negatively Impacted by COVID-19](#)
- [Business Loan Guarantee Program](#)

New York

- [New York State on PAUSE](#)
- [Guidance on Essential Employees](#)
- [Assistance and Guidance for Businesses](#)
- [State Business Resources](#)
- [Request for Designation as an Essential Business](#)

SAF Webinars



WebBlast

FREE for SAF Members

20 minutes of intense online learning. 10 minutes of Q&A.

[FAQs: What You Need to Know about Webinars >](#)

COVID-19 Webinar Series

Fresh Product Supply Update | Thurs., April 9

Social Media Strategies for Florists | Wed., April 8

Financial Best Practices During
the Crisis | Tues., March 31

Accessing Federal Aid | Mon.,
March 30

The Economic Impact of
COVID-19 | Thur., March 26

Recovering and Rebuilding
Wedding & Event Work | Tues.,
March 24

Sourcing Fresh Product - The New
Normal | Mon., March 23

HR Strategies for Navigating a
Crisis | Fri., March 20

Financial Planning | Thur., March
19

Coronavirus and the Floral
Industry | Tue., March 17

Questions?

- Click on the question tab and type in your question
- Questions answered at end of session

Panelists



Carly Anechiarico
Blossom Flower
Shops
Yonkers, NY



Jackie Levine
Central Square Florist
Boston, MA



Nicole Palazzo
City Line Florist
Trumbull, CT



Carly Anechiarico
Blossom Flower
Shops
Yonkers, NY

- **Business Overview**
- **Approach/Strategy**
- **Examples**



12:26 📶 🔋

BLOSSOMFLOWERSHOPS
Posts

March 29

 **blossomflowershops**
Mamaroneck, New York ⋮



❤️ 💬 📌 🔖

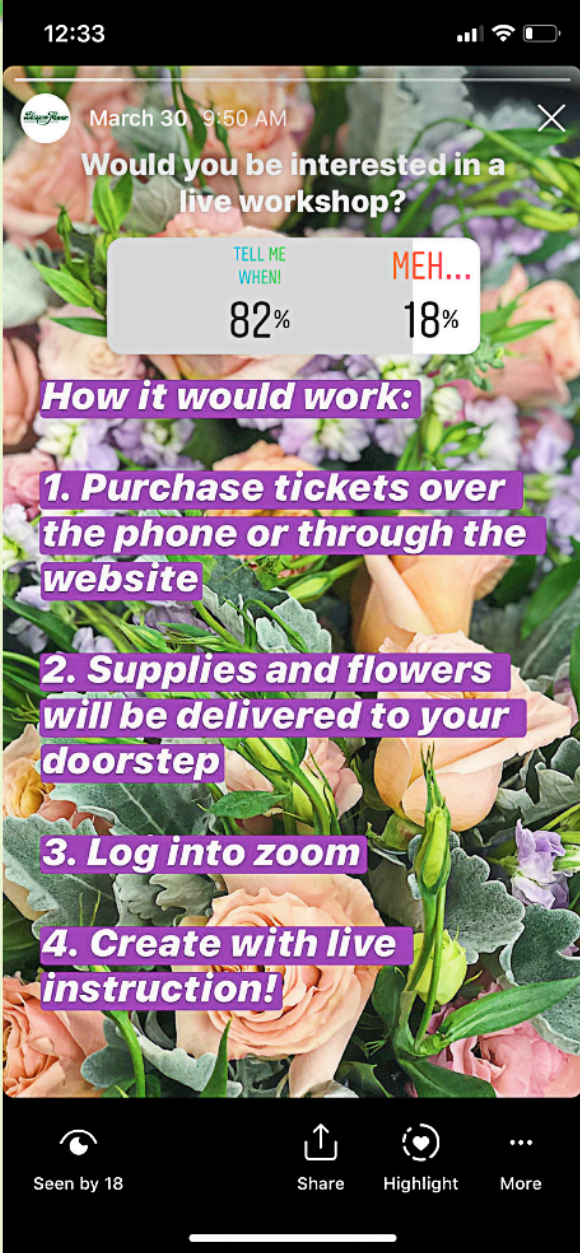
 Liked by **misscoleybaby** and 54 others

blossomflowershops Work from home designing!
Check out our IGTV to see how it got made 🌸

[View all 10 comments](#)

jules2214 So beautiful. Still have mine from last Friday! ❤️


🏠 🔍 + ❤️ 👤





Jackie Levine
Central Square Florist
Boston, MA







- **Business Overview**
- **Approach/Strategy**
- **Examples**



centralsquareflorist Follow

1,716 posts 26.2k followers 1,371 following

Central Square Florist
 We're a 4th generation, family flower shop established in 1929. Located Square, Cambridge.
 We are temporarily closed due to COVID-19
 centralsquareflorist.com

 **Bride Bouq...**
  **COVID-19**
  **Daily Desig...**
  **Valentine's...**
  **Centerpieces**
  **Plants**



Central Square Florist
 Published by Jackie Levine [?] · 23 hrs · 🌸

Science proves flowers make people HAPPY! 🌸🌸

Tag Products Add Location Edit

1,003 People Reached **182** Engagements Boost Post

👍 Like 💬 Comment ➦ Share 🔖

Most Relevant ▾

Carol Laidlaw What gorgeous flowers & they definitely make me HAPPY! These beautiful Colors are very Uplifting! 🌸🌸🌸

Comment as Central Squ... 📷 📹 🗨️ 📧



Central Sq Florist @csflorist · Mar 19

We gave away 3,000 flowers that would otherwise be trashed due to lack of business. We set up flower outposts around the city to support fellow local businesses & gave away flowers to lift people's spirits. Science proves flowers make people happy! 🌸 We wish everyone the best 💜




💬 4 🔄 32 ❤️ 109 📌 ||



centralsquareflorist · Follow
 Central Square Florist

centralsquareflorist We're sending everyone a smile! A bright, happy floral arrangement always does the trick! 🌸 Remember to keep the faith and stay positive! #centralsquareflorist

1w

centralsquareflorist #floralarrangement #floraldesign #sunflowers #floraldesigner #pinkroses #happyflowers #flowerpower #centralsq #cambma #supportlocalbusiness

1w Reply

dalpert001 This is stunning!

❤️ 💬 🔖

504 likes
 MARCH 26

You Retweeted

Boston 25 News @boston25 · Mar 19

Central Square Florist offering free flowers to brighten up a dreary day of social distancing

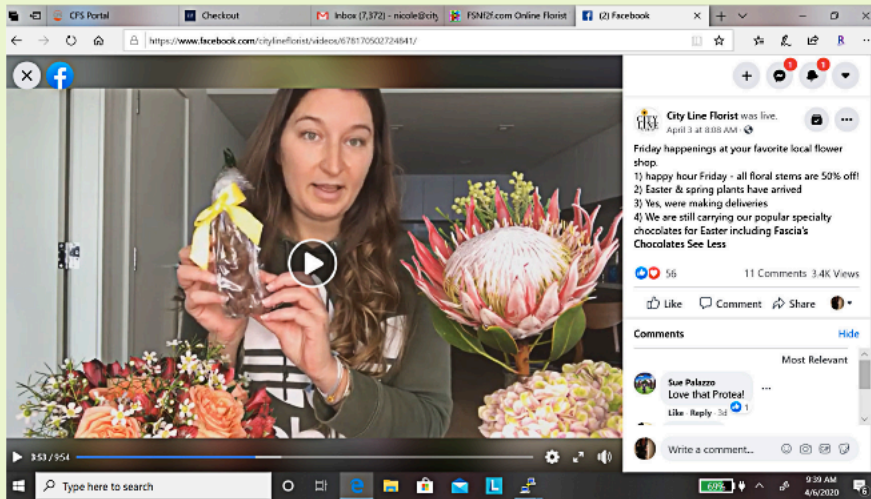
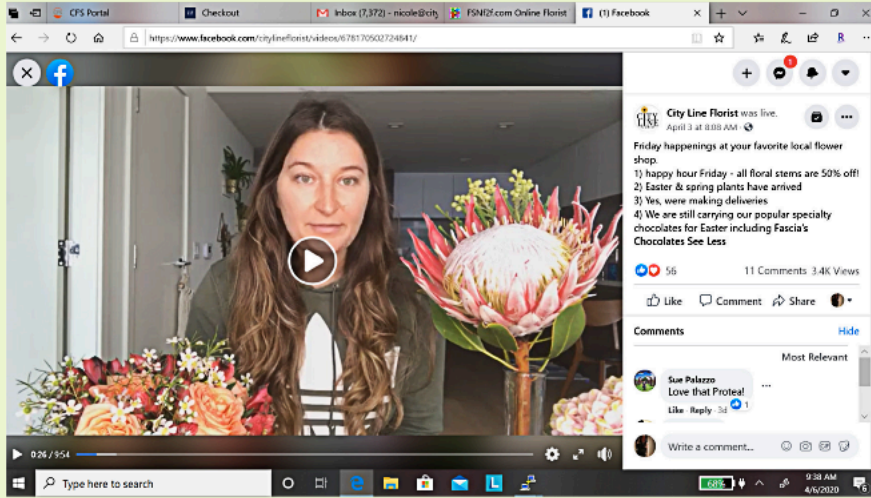
Central Square Florist offering free flowers to brighten up a dreary day ... On a gloomy Thursday as the world waits indoors for a global pandemic to subside, one Cambridge business was out doing what it can to ... boston25news.com

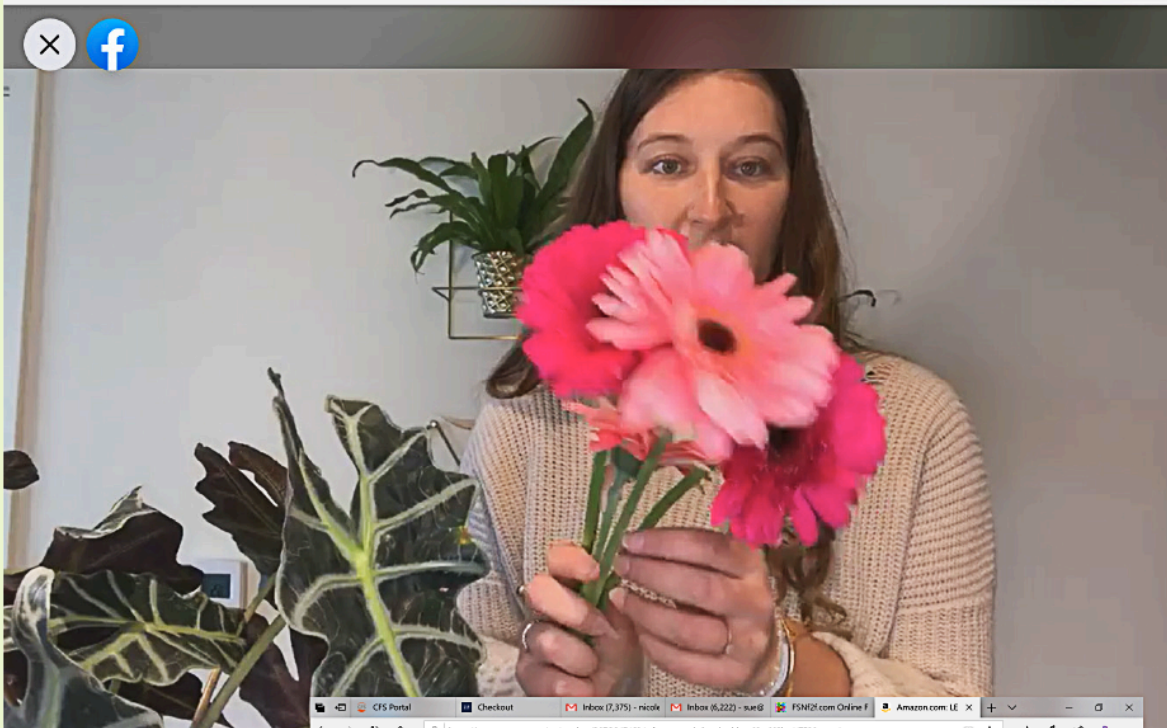




Nicole Palazzo
City Line Florist
Trumbull, CT

- **Business Overview**
- **Approach/Strategy**
- **Examples**





City Line Florist was live. March 27 at 8:30 AM

Friday happy hour at City Line Florist! Join Nicole and see what's happening over here in flower land 🌸

37 3 Comments 573 Views

Like Comment Share

Comments Hide

Most Relevant

Carly Marina
Cutie pie!! This is such an awesome video!
Like · Reply · 1w

Jo-Ann Ginoni Freda
So proud of you! Love Gerber daisies!
Like · Reply · 1w · Edited

Write a comment...

Thank you for being a Prime member. Get \$70 off instantly. Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

- **10" Ring Light** | A391 ring light comes with tripod stand & cell phone holder, it can help you whenever you need extra light for making up, taking photos, making videos, reading books, and live streaming! This ring light includes 120 bulbs, more than other 8" and 9" ring light even some 12" 14" ring light.
- **Adjustable Brightness** | 3 colors lighting mode: white, warm yellow and warm white. Each lighting mode has 10 adjustable brightness, it can meet your different needs
- **Universal Phone Holder** | Compatible with most smartphones with or without a case, such as iPhone X/7 Plus, 7, 8, 8 Plus, X, 6, 6s, 5, 5c, 4, 4c/Samsung Note 8, S8/S9. The height is adjustable.
- **USB Powered** | The USB ports can be used with multiple devices, such as connect USB charge, mobile power, computer host and laptop. You will be able to enjoy LED ring light at any time freely!
- **After-sale service** | We will provide you with a high quality after-sales, 12 months After-sale service. Please contact us anytime if any question.

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 3-Year Protection for \$4.99
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Share Have one to sell? Sell on Amazon



Final Thoughts



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