



Share with us on Social



MONROVIA®

*Grow Beautifully*





# Let's Be Friends

We are on Facebook, Instagram,  
Pinterest, Twitter, LinkedIn, and TikTok  
— all as @monroviaplants

Jasmine Bonilla

[jasmine.bonilla@monrovia.com](mailto:jasmine.bonilla@monrovia.com)

(559) 319-0274

Social Media Coach for  
@MonroviaPlants

We're also always available via DM's on  
Instagram or Messenger on Facebook



If we're not following you, reach out to us.  
If you're not following us, please do!  
@monroviaplants

And let me know your social media manager's contact info. We sometimes have special requests for content or programs you might want to join. Email it to  
jasmine.bonilla@monrovia.com

## How to Tag Us

@monroviaplants

AND

#monroviaplants

Add these in your post captions. On some platforms, you can also add a mention “sticker.”







## What we're looking for

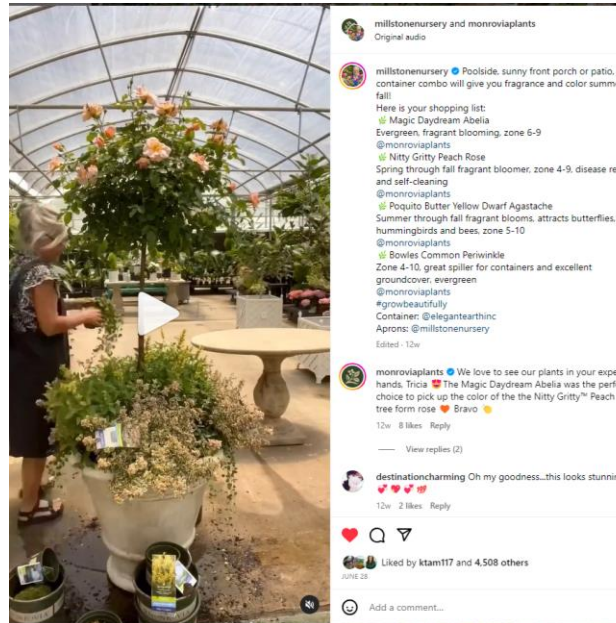
- We try to share every post we're tagged or mentioned in, but these tips can help you get featured:
- Make sure you use @monroviaplants. If you use a hashtag in your caption, use #monroviaplants, NOT #monrovia
- Keep the photo focused on Monrovia plants
- Our new tags & signs. Let your rep know if you need signs!
- Correct spelling on trade names (or as close as you can!)
- Plants, not prices: We don't share posts about sales since it's confusing to our wider audience.



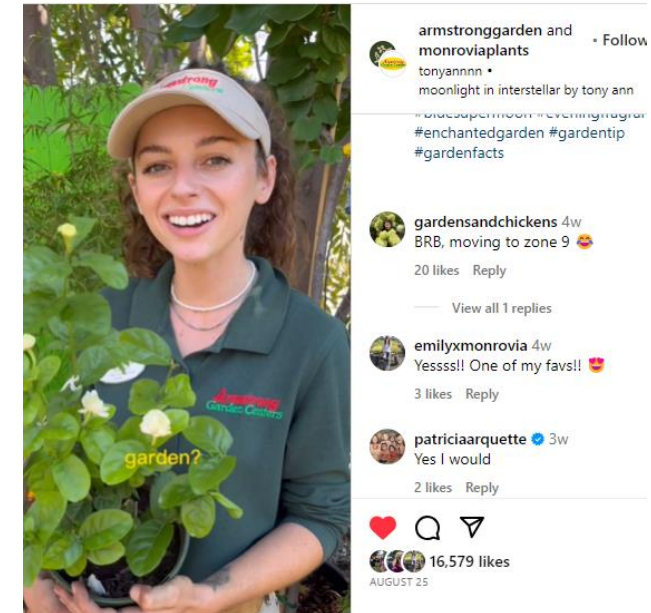
## Going above & beyond



Participate in sales programs that have a social sharing angle, like Bee A Winner and the Holiday Display Decorating Contest



Make us a video! We need short form video that we can share to Reels, Pinterest and TikTok (and yes, we'll mention you!). Let us know your ideas so we can plan.



Ask to collaborate. This makes us a co-author of your post and shares it to all our followers, too. Let's talk before you post.





# Tagging us lets your customers in on the fun, too

Do you have customers that are Monrovia superfans?

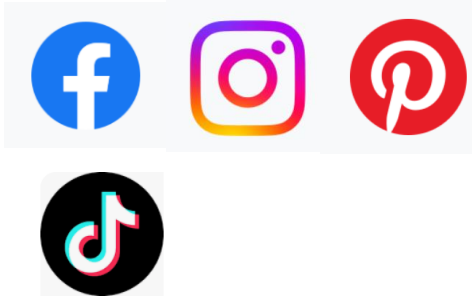
Ask them to tag us with our handle @monroviaplants in Instagram posts/Reels of their plants if they'd like to share with us!

If it's a great pic or video, we'll share it to our Instagram Story.





## Tap into our social media following



### Follow us at @monroviaplants

Social Media Coach

Jasmine Bonilla (559) 319-0274

[jasmine.bonilla@monrovia.com](mailto:jasmine.bonilla@monrovia.com)

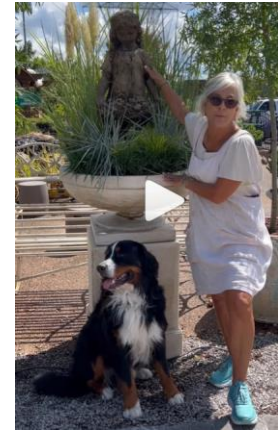
Send Jasmine the email of the person who handles your social.

### How to get your posts shared

Mention @monroviaplants and/or #monroviaplants, NOT #monrovia

Keep picture focused on Monrovia plants and have new signs/logo. Ask your rep if you need new ones!

Plants, not prices: we don't share sales because it confuses our wider audience. But we'll "like" yours!



### Be an "influencer" for us

We need video content and project tutorials. Send ideas to [jasmine.bonilla@monrovia.com](mailto:jasmine.bonilla@monrovia.com)

Yes, we will do collab posts! Again, talk to Jasmine in advance.

Look for sales programs with a social component, like Bee A Winner and the Holiday program.

### Customers can tag us @monroviaplants

Tell them to tag us @monroviaplants to share their gardens with us.

Ask them to tag you, too

