

Social Media Plan and Content –

Part 2: Sample Social Media Content

Magnolia Farm Lodge:

Post 1 (Facebook):

This weekend we have The Taylor family staying in the Magnolia Farm Lodge open-air “glamping” cabin. They’ve signed up for horse riding, fly fishing and skeet shooting lessons as part of their 15th annual family reunion. We are so glad they chose the Magnolia Farm Lodge as their venue. *Picture of The Taylor family in front of the cabin*

Post 2 (Facebook):

This Saturday we have University of South Carolina Professor Cat Taylor speaking on the importance of financial planning. Sign up for the workshop below to get a head start on your 2018 finances. *Link to sign-up for the workshop*

Post 3 (Instagram):

Today we hosted a paint and wine night for the ladies of the Barre 3 workout studio in Five Points. Next time you are in need of an event space, make sure to check out Magnolia Farm Lodge. *Picture of ladies holding up their completed canvas designs*

Brice’s Country Store:

Post 4 (Instagram):

Serving the best pit-smoked barbeque and sausage in the Midlands, come join Brice’s Country Store and three-time South Carolina State BBQ Champion Jack Waiboer this Saturday as he addresses visitors on proper meat smoking techniques. *Picture of the fire pit*

Post 5 (Instagram):

Brice’s Country Store isn’t just for meat lovers. Since the establishment of our partnership with Cotton Hills Market, you can now get all your fruit and veggie needs at the produce store next door. *Picture of the produce stand*

Magnolia Creamery:

Post 6 (Facebook):

Here at Magnolia Creamery, we take the time to produce an assortment of dairy products including our specialty, goat cheese. Check out this article on the benefits of home grown products published by Food Network Magazine. *Link to article in Food Network Magazine*

Post 7 (Facebook):

****SPECIAL****

Happy Saturday! Come in today between 11 a.m. and 3 p.m. for a free sample. Every 20th person in line will receive a \$5 off coupon. *Picture of a coupon held up in front of the store*

Post 8 (Facebook):

Check out this behind-the-scenes tour of Magnolia Creamery. This video gives a glimpse into what it takes to make homemade specialty artisan cheeses. *Embed video tour*

Honeysuckle Hill Bed and Breakfast:

Post 9 (Instagram):

Built in 1890, the rustic feel of the Honeysuckle Hill Bed and Breakfast is the perfect place to call home before, during and after your special day. Contact us today to learn more about our wedding packages. *Picture of decorated Honeysuckle Hill lobby*