

RETAILER SOCIAL MEDIA POSTS



Retailer Social Media Posts

These social media posts have been created by the CTPB with the intent of providing Christmas Tree retailers with content that is ready to be shared on their Facebook and Instagram accounts. They also may provide inspiration for content that retailers can create and share with their own photos and videos.

The copy was designed to be “cut-and-pasted” into a blank post on your social media channels. If the post includes a website link, Facebook will automatically provide a link to the website where the user can see the content (i.e. YouTube video). If the post does not have a link, we have provided a suggested photo you can use, but encourage you to use a photo of your own.

Please note, Instagram posts will require you to download the video or photo and will not link to a website, even if the URL is in the copy.



GREEN THINKING POSTS



Green Thinking Social Posts



VIDEO & LINK FOR FACEBOOK POSTS ONLY

FEEL FREE TO USE COPY AND YOUR OWN PHOTO ON INSTAGRAM

POST COPY

Artificial trees are manufactured. Real trees are farm grown. Which do you think are better for the environment? #ItsChristmasKeepItReal

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=SIIRNCZCH1Q](https://www.youtube.com/watch?v=SIIRNCZCH1Q)



VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=SIIRNCZCH1Q](https://www.youtube.com/watch?v=SIIRNCZCH1Q)



Green Thinking Social Posts



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POST COPY

Our trees at **[insert your farm/retail name here]** are all natural, environmentally-friendly Christmas trees. Meanwhile, most artificial trees are manufactured overseas and made from petroleum!

#ItsChristmasKeepItReal

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=HD9VQA7SZJA](https://www.youtube.com/watch?v=HD9VQA7SZJA)



VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=HD9VQA7SZJA](https://www.youtube.com/watch?v=HD9VQA7SZJA)



Green Thinking Social Posts

POST COPY

100% Renewable. 100% Recyclable. 100%
Biodegradable. Keep it 100% Real!
#ItsChristmasKeepItReal #Recycle #ZeroWaste
#EcoMonday #Green #Sustainable



PHOTO LINK:



Green Thinking Social Posts



VIDEO & LINK FOR FACEBOOK POSTS ONLY

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POST COPY

Does anyone fondly tell the story of how they assembled their artificial tree? Make real memories by going out as a family to select a real Christmas tree.

#ItsChristmasKeepItReal

<https://www.youtube.com/watch?v=Pg2G3ZJhJGI>



VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=PG2G3ZJHJGI](https://www.youtube.com/watch?v=Pg2G3ZJhJGI)



Green Thinking Social Posts



VIDEO & LINK FOR FACEBOOK POSTS ONLY

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POST COPY

For families who've opted for artificial trees in the past, this is the year to make the switch!

#ItsChristmasKeepItReal

<https://www.youtube.com/watch?v=UfL3qezL9YE>



VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=UFL3QEZL9YE](https://www.youtube.com/watch?v=UfL3qezL9YE)



GET IN THE SPIRIT POSTS



Get In the Spirit Social Posts



VIDEO & LINK FOR FACEBOOK POSTS ONLY

FEEL FREE TO USE COPY AND YOUR OWN
PHOTO ON INSTAGRAM

POST COPY

If Christmas trees could talk, oh the stories they
would tell!

<https://www.youtube.com/watch?v=-hkZKmqjxrM&t>



VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=-HKZKMQJXRM&T](https://www.youtube.com/watch?v=-hkZKmqjxrM&t)



Get In the Spirit Social Posts



VIDEO & LINK FOR FACEBOOK POSTS ONLY

FEEL FREE TO USE COPY AND YOUR OWN PHOTO ON INSTAGRAM

POST COPY

We don't know how the elves make toys, but we do know how great Christmas trees are grown!

#ItsChristmasKeepItReal

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=LHW0UKJIIZK&T](https://www.youtube.com/watch?v=LHW0UKJIIZK&T)



VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=LHW0UKJIIZK&T](https://www.youtube.com/watch?v=LHW0UKJIIZK&T)



Get In the Spirit Social Posts

POST COPY

We have a great selection of fresh Christmas trees!
Get ready to meet your new Christmas tree!
#ItsChristmasKeepItReal



PHOTO LINK:



IMAGE SUGGESTIONS

- YOUR RETAIL SPACE
- YOUR SIGNAGE
- GETTING READY FOR TREE SALES
- DELIVERY OF TREES



Get In the Spirit Social Posts



VIDEO & LINK FOR FACEBOOK POSTS ONLY

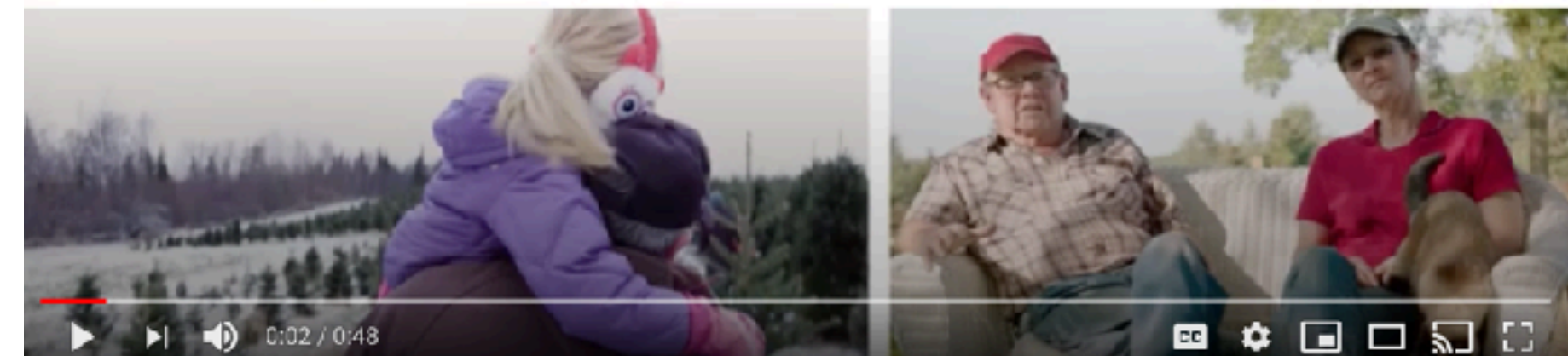
FEEL FREE TO USE COPY AND YOUR OWN PHOTO ON INSTAGRAM

POST COPY

Few scents evoke as many memories as a fresh cut Christmas tree. #ItsChristmasKeepItReal

#ChristmasSpirit

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=SWNZahr9DhM](https://www.youtube.com/watch?v=SWNZahr9DhM)



VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=SWNZahr9DhM](https://www.youtube.com/watch?v=SWNZahr9DhM)



Get In the Spirit Social Posts

POST COPY

Never underestimate a kid's determination to bring home a real Christmas tree. #ItsChristmasKeepItReal



PHOTO LINK:



IMAGE SUGGESTIONS

- CHILDREN PICKING TREES



Get In the Spirit Social Posts



VIDEO & LINK FOR FACEBOOK POSTS ONLY

FEEL FREE TO USE COPY AND YOUR OWN PHOTO ON INSTAGRAM

POST COPY

Who has the final say when you pick your Christmas tree? #ItsChristmasKeepItReal

<https://www.youtube.com/watch?v=kSBfNsSHdEI>



VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=KSBFNSSSHDEI](https://www.youtube.com/watch?v=kSBfNsSHdEI)



Get In the Spirit Social Posts

POST COPY

Who's going out to find their perfect tree this weekend? #ItsChristmasKeepItReal



PHOTO LINK:



IMAGE SUGGESTIONS

- TREES ON DISPLAY
- PEOPLE SHOPPING FOR TREES
- STAFF PROVIDING CUSTOMER SERVICE



Get In the Spirit Social Posts



VIDEO & LINK FOR FACEBOOK POSTS ONLY

FEEL FREE TO USE COPY AND YOUR OWN
PHOTO ON INSTAGRAM

POST COPY

Share a picture of how you crown your tree!

#ItsChristmasKeepItReal

<https://youtu.be/WiHJc5yU4HE>



VIDEO LINK:

[HTTPS://YOUTU.BE/WIHJC5YU4HE](https://youtu.be/WiHJc5yU4HE)



EXPERIENCE & MEMORY POSTS



Experience & Memory Social Posts



VIDEO & LINK FOR FACEBOOK POSTS ONLY

FEEL FREE TO USE COPY AND YOUR OWN PHOTO ON INSTAGRAM

POST COPY

For some, finding the perfect, fresh cut tree is a quest. Watch Andrea, Brent & Cooper experience the fun and magic that comes with an annual real

Christmas tree search. #ItsChristmasKeepItReal

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=XPEZDYTOG_4](https://www.youtube.com/watch?v=XPEZDYTOG_4)



VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=XPEZDYTOG_4](https://www.youtube.com/watch?v=XPEZDYTOG_4)



Experience & Memory Social Posts

POST COPY

Nothing matches the excitement of picking out a real Christmas tree! Head our way with your family this year to find your just right, fresh cut, Christmas tree. #ItsChristmasKeepItReal



PHOTO LINK:



IMAGE SUGGESTIONS

- TREES ON DISPLAY
- PEOPLE SHOPPING FOR TREES
- STAFF PROVIDING CUSTOMER SERVICE



Experience & Memory Social Posts



VIDEO & LINK FOR FACEBOOK POSTS ONLY

FEEL FREE TO USE COPY AND YOUR OWN PHOTO ON INSTAGRAM

POST COPY

Christmas is almost here! Add to the magic of the season with a new tradition. #ItsChristmasKeepItReal

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=RHB0EXSUAYC](https://www.youtube.com/watch?v=RHB0EXSUAYC)



VIDEO LINK:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=RHB0EXSUAYC](https://www.youtube.com/watch?v=RHB0EXSUAYC)



Experience & Memory Social Posts

POST COPY

The experience of picking your real Christmas tree is a memory they'll never forget!



PHOTO LINK:



IMAGE SUGGESTIONS

- KIDS HAVING FUN AND HELPING PICK OUT A TREE



Experience & Memory Social Posts

POST COPY

This year, create real memories with your family by getting a fresh cut Christmas tree.



PHOTO LINK:



IMAGE SUGGESTIONS

- FAMILY MEMORY MAKING MOMENTS



Experience & Memory Social Posts

POST COPY

If you haven't brought home your real Christmas tree yet, you're missing out! #ItsChristmasKeepItReal



IMAGE SUGGESTIONS

- FUN FAMILY MOMENTS
- UNIQUE EXPERIENCES AT YOUR STORE YOU DON'T WANT TO "MISS"



PHOTO LINK:



TREE KNOWLEDGE POSTS



Tree Knowledge Posts

POST COPY

Maximize the life of your tree by selecting a spot away from sources of heat and strong sunlight, which can accelerate the drying process.

PRO TIP: When possible, avoid windows with southern exposure. They have the strongest sunlight.

<https://itschristmaskeepitreal.com/tree-care-tips/>



PHOTO LINK:



Tree Knowledge Posts

POST COPY

For a tree to absorb water, it must have a fresh cut. Remove 1/2" from the base of the trunk before you display your tree in your home.

PRO TIP: All retail outlets should provide the fresh cut for you. Just ask! #ItsChristmasKeepItReal

<https://itschristmaskeepitreal.com/tree-care-tips/>



PHOTO LINK:



Tree Knowledge Posts

POST COPY

Not all stands are created equal! Go for a larger reservoir and help keep your tree fresher, longer.

PRO TIP: Stands should provide 1 quart of water per inch of trunk diameter. #ItsChristmasKeepItReal
<https://itschristmaskeepitreal.com/tree-care-tips/>



PHOTO LINK:



Tree Knowledge Posts

POST COPY

A well watered tree will last much longer. Check the stand daily to make sure that the base of the tree is submerged!

PRO TIP: Assign the job to one person in your home, at a set time each day. #ItsChristmasKeepItReal

<https://itschristmaskeepitreal.com/tree-care-tips/>



PHOTO LINK:



Tree Knowledge Posts

POST COPY

Monitor the tree for freshness regularly. After Christmas or if the tree is very dry, remove it from your house and take advantage of a recycling program near you!

PRO TIP: Most municipalities handle this for you. Check with them if you're unsure of the details.

<https://itschristmaskeepitreal.com/tree-care-tips/>



PHOTO LINK:



Tree Knowledge Posts

POST COPY

Ever wonder what makes each Christmas tree species unique? Check out this guide. This year, we're stocked with a great selection of [insert species names]

[HTTPS://ITSCHRISTMASKEEPITREAL.COM/TREE-GUIDE/](https://itschristmaskeepitreal.com/tree-guide/)



PHOTO LINK:



IMAGE SUGGESTIONS

- ASSORTED TREES FOR SALE
- TREES ON DISPLAY

