

# The Little Green Cart - Tonight Launch Checklist

**Official name:** The Little Green Cart | **Address:** 1 Scotter Road, Laughton, DN21 3PT | **Facebook:** <https://www.facebook.com/TheLittleGreenCartPlants/>

## Facebook setup - do this first

|   |               |                                                                              |
|---|---------------|------------------------------------------------------------------------------|
| 1 | Profile photo | Use The Little Green Cart logo.                                              |
| 2 | Cover photo   | Upload the Facebook cover from 01_Facebook_Assets.                           |
| 3 | Bio           | Paste the bio from Ready_To_Copy_Facebook_Posts_UPDATED.txt.                 |
| 4 | Button        | Set action button to Send Message.                                           |
| 5 | Posts         | Publish Welcome, Meet Willow, then Free Plant Friday. Pin Free Plant Friday. |
| 6 | Share         | Invite friends, share to your profile and local groups where allowed.        |

## Posting order tonight

Post 1: Welcome to The Little Green Cart. Post 2: Meet Willow the Golden Gardener. Post 3: Free Plant Friday Tomorrow. Pin Post 3 to the top of the page.

## Printing order

Print the A4 poster or A3 split over 2 x A4 poster. Print the Free Plant Box Sign and attach it directly to the free plant box. Print the Main Cart Notice and place it on the main cart. Place the donation sign next to the donation box.

## Key operating message

Only plants in the marked Free Plant Friday box are free. Strictly one free plant per person. Limited supply - while stocks last. Donations are optional and support dementia research.

## Tomorrow morning

Take photos of the cart, free plant box, donation box, Willow and any visitors with permission. Then publish the Friday Morning post from the copy pack.

Use these folders:

- 01\_Facebook\_Assets - cover and post graphics
- 02\_Print\_Posters - posters and donation signs
- 03\_Box\_and\_Cart\_Signs - new signs to stop confusion
- 04\_Copy\_and\_Instructions - copy and step-by-step guide