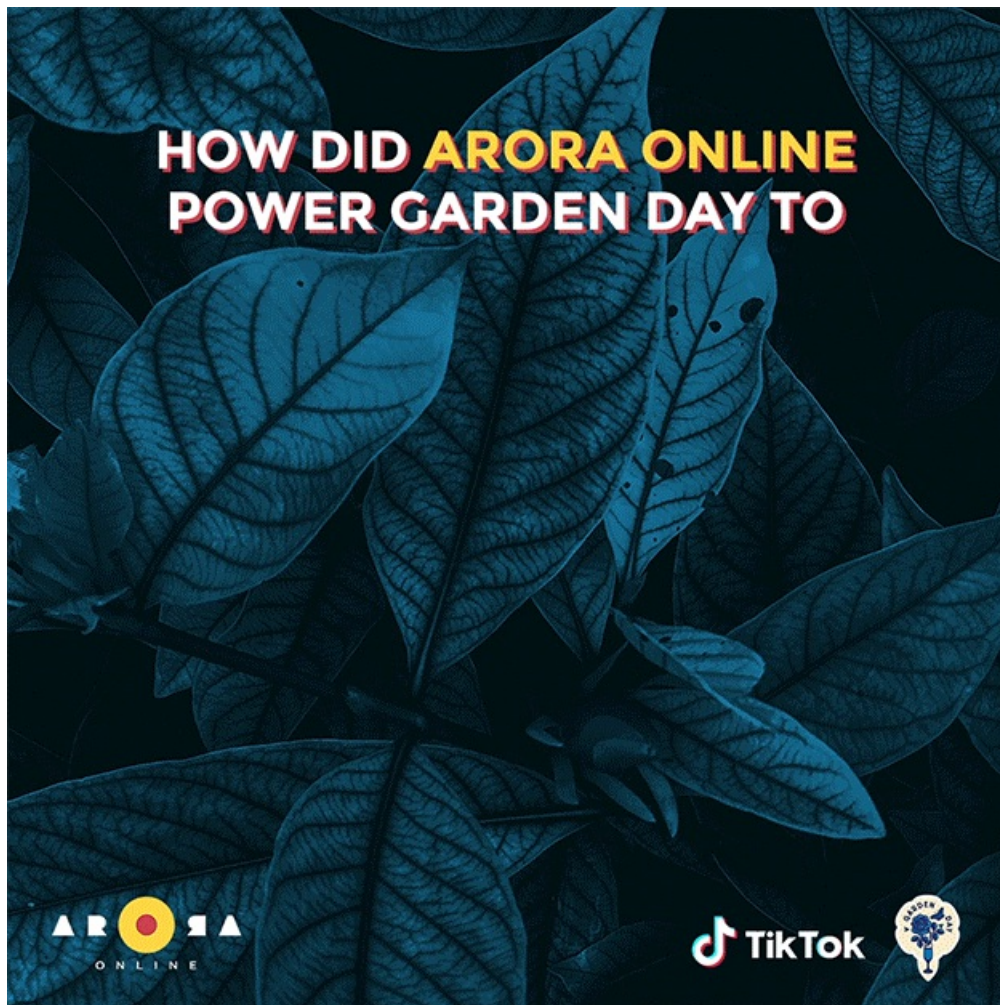


# How Garden Day blossomed on TikTok

Issued by [Arora Online](#)

18 Nov 2020

One of the most rewarding gifts we can treat ourselves to is spending time in our green space - whether that's in a garden, courtyard or with the pot plants in your apartment. This is exactly what Garden Day aims to do: invite people to celebrate their own green space for one day a year. But isn't gardening just for old people? Turns out, a whole new generation of budding, green-fingered horticulturists can be found on TikTok!



How could Garden Day meet these green-thumbed enthusiasts on the platform they love most? Garden Day is a massive online and offline event that spans Facebook, Twitter, Instagram, YouTube and print media, with virtual workshops and gatherings. The Garden Day team knows who to work with, so in 2020 as they added TikTok to their digital portfolio, they brought in social media experts Arora Online to coordinate the TikTok strategy.

The collaboration with Arora Online began with conceptualising the TikTok campaign. A dance challenge was dreamt up, in which choreographer and influencer Kelly Kix crafted cool gardening-related moves (dig it? Make it rain!). Musicians DJ Prider and songstress Dionne Song lent their track "We are Wild" as the official proudly South African soundtrack to the campaign. And so, the #MyGardenMoves TikTok challenge was born!

Next Arora Online got over 25 influencers and celebs excited to share their own take on the #MyGardenMoves dance challenge. Some, like professional dancer Matthew Power had us stunned with their slick moves, while others, like comedians Suzelle DIY and Schalk Bezuidenhout had us chuckling at their spin. Kirstenbosch Botanical Gardens and the Stodels team impressed us with their group choreography, celebrity Chef Siba Mtongana has us drooling and makeup

artists Foyin Og and Slim Girl Supreme wowed us with their garden-inspired transformations.



The campaign results got us grooving too, with the official hashtag [#MyGardenMoves](#) trending on South African TikTok and receiving over 861,000 views. The influencers inspired over 480 TikTokers to post their own challenge videos. The social audience loved the influencers videos so much that we saw a whopping 7.4% engagement rate on the posts, with over 23,000 hearts (likes). Arora Online's community management drove engagement with the campaign, resulting in over 922 comments from TikTokers.

The best outcome? Major hype and awareness of Garden Day, so that South Africans of all ages put down their tools and spent time celebrating their own green space. Diarise 10 October 2021 to get involved in the next Garden Day. Arora Online is proud to be associated with a cause so blooming with positivity, and was thrilled to play a critical role in its success on TikTok. If your brand is looking to connect with consumers on the fastest growing social media platform in the world, get in touch with Arora Online today.

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