

A suggestion for a logo for Hockley Happenings

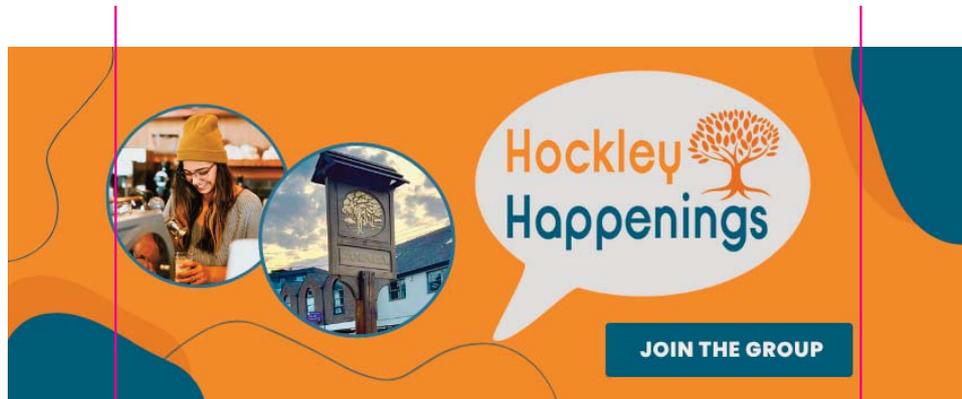
Also a Social Media plan which may help going forward (just a suggestion).

Hockley Happenings logo vis



Suggestions for a simple marque for Hockley Happenings. The idea is to have something we can use as a 'Logo', to get recognition. This, combined with the use of hashtags as suggested previously will help to build a brand from the beginning. We can adjust/adapt as it grows.

## Facebook Group vis



Group Cover image

This is a suggestion for a Group Cover image. This will crop from device to device but the red rules show the min view on mobile, the overall is the view on laptop.

See the live facebook group here:



Or use his link:

<https://www.facebook.com/groups/1336464421469196>

Here's a full **social media plan** for *Hockley Happenings* (Facebook group for Hockley Traders), plus **10 ready-to-use post examples** (a mix of generic community content and trader-specific content for Hockley, Essex).

## Social Plan for *Hockley Happenings* (Facebook Group)

### Objectives

- Promote local Hockley businesses and traders.
- Build community engagement around the High Street and surrounding area.
- Position *Hockley Happenings* as the go-to group for updates, offers, and local pride.
- Encourage collaboration and cross-promotion between traders.

### Posting Frequency

- **3–4 posts per week** (consistent, not overwhelming)
- Mix of **community content (40%)**, **trader spotlights (40%)**, and **events/seasonal updates (20%)**.

### Content Pillars

#### 1. Community Connection

- Local history, fun facts, community questions, Hockley "then & now" photos.
- Polls ("What's your favourite place for breakfast in Hockley?").

#### 2. Trader Spotlights

- Introduce one trader per week with photos, story, and services.
- Behind-the-scenes looks at shops, cafés, and services.

#### 3. Events & What's On

- Markets, seasonal fairs, charity fundraisers, local entertainment.
- Support local initiatives (Rayleigh/Rochford crossover too).

#### 4. Offers & Promotions

- Weekly deals or special offers.
- Group-exclusive perks ("Mention Hockley Happenings for 10% off at...").

#### 5. Engagement Content

- Quizzes, polls, and interactive posts.
- "Support local" messages and shareable graphics.

## Style & Tone

- Friendly, approachable, and community-driven.
- Celebrate local pride – photos of Hockley landmarks, High Street life, and seasonal moments.
- Encourage interaction – always include a call to action (“Pop in and say hello”, “Comment your favourite...”).

## 10 Example Posts for *Hockley Happenings*

### 1. Community Pride Kick-off

#### **Hockley Happenings!**

Welcome to our space for local traders, shoppers, and residents. Here you'll find updates from our High Street, offers from local businesses, and ways to support our community. Tell us in the comments – what's your favourite thing about Hockley?

### 2. Trader Spotlight – ??? Café (example café)

#### **Trader Spotlight: Ronnies Café**

Serving artisan coffee, all-day breakfasts, and homemade cakes right on the High Street! Pop in for a warm welcome – and let us know in the comments what your go-to order is. Find them by the bus stop.

### 3. Local Engagement Question

#### **Morning, Hockley!**

If you had a free Saturday, how would you spend it in our village?  
Shopping

- Café hopping
- A walk on Hockley Woods
- Something else?

Drop your answer below!

### 4. Seasonal Event Post (Autumn/Winter)

#### **Hockley is looking autumn-ready!**

Which local traders are you visiting for cosy drinks, gifts, or festive finds? Tag them below so we can share the love.

### 5. Behind-the-Scenes – Local Florist

#### **Ever wondered what goes into creating a perfect bouquet?**

This week we popped in to see *Hockley Florist* at work – and wow, the colours are incredible! Pop in to brighten up your home or order something special.

## 6. Offer Highlight – Local Hair Salon

### Hello from Luxe Hair Studio

This week only – 20% off all colour treatments for new clients!

Book before Saturday to secure your slot.

Drop them a message or call the salon today.

## 7. Local History/Throwback

### Throwback Thursday!

Here's a snap of Hockley High Street from the 1960s.

Do you remember it like this? Or do you recognise where your favourite shop is today?

## 8. Cross-Promotion – Gift Ideas

### Shopping local this weekend? Why not build a gift bundle from Hockley traders:

- A sweet treat from *The Bakery*
- A scented candle from ???????
- A coffee voucher from *Café*

Perfect for birthdays, anniversaries, or just because!

## 9. Poll – Support Local

### Quick poll!

Where do you most often support local in Hockley?

- 1 Food & Drink
- 2 Beauty & Wellness
- 3 Gifts & Home
- 4 Professional Services

## 10. Feel-Good Community Post

### Shout-out to all our amazing Hockley traders who make our High Street shine!

From cafés to salons, florists to fitness studios – thank you for keeping our community thriving.

Tag your favourite trader in the comments to show some love today!

Here's a potential **3-month content calendar** for *Hockley Happenings* based on this plan, with seasonal themes, event tie-ins, and trader highlights built in?

This will give the group a clear, structured plan that balances **community pride, trader promotion, seasonal content, and interactive posts**.

## *Hockley Happenings* 3-Month Content Calendar

### **Posting rhythm:**

- 3 posts per week (Mon/Wed/Fri)
- Mix:
  - 1 x Community/Engagement
  - 1 x Trader Spotlight/Offer
  - 1 x Seasonal/Event

### **Month 1 – Building Awareness & Engagement**

**Theme:** "Meet Your Traders & Celebrate Hockley"

#### **Week 1**

- Mon: Welcome post – introduce the group's purpose.
- Wed: Trader Spotlight (e.g. ??? Café).
- Fri: Engagement Question – "What's your favourite way to spend a Saturday in Hockley?"

#### **Week 2**

- Mon: Throwback photo of Hockley High Street.
- Wed: Trader Offer – Local hair/beauty salon promotion.
- Fri: Poll – "Which businesses do you visit most often? (Food, beauty, gifts, services)"

#### **Week 3**

- Mon: "Shop Local" bundle suggestion (coffee + flowers + gifts).
- Wed: Trader Spotlight (florist or homeware shop).
- Fri: Feel-good post – "Tag a trader you love!"

#### **Week 4**

- Mon: "Did you know?" fact about Hockley Woods or local landmark.
- Wed: Trader Spotlight – fitness studio or PT.
- Fri: Seasonal vibe post – "Autumn in Hockley – what's your favourite cosy spot?"

### **Month 2 – Building Momentum & Cross-Promotion**

**Theme:** "Supporting Local = Supporting Hockley"

**Week 5**

- Mon: Community question – “If a friend visited Hockley for the first time, where would you take them?”
- Wed: Trader Spotlight – Bakery (cakes, fresh bread).
- Fri: Offer Highlight – midweek promotion (e.g. “10% off this week”).

**Week 6**

- Mon: Throwback Thursday photo (High Street 1980s).
- Wed: Behind-the-Scenes – café or florist prep.
- Fri: Poll – “Where would you most like to see a new shop in Hockley?”

**Week 7**

- Mon: “3 Reasons to Shop Local in Hockley this week” graphic.
- Wed: Trader Spotlight – professional service (accountant, solicitor, estate agent).
- Fri: Community pride post – “Shout-out to all the family-run businesses keeping our town unique!”

**Week 8**

- Mon: Event reminder (if local market/fair).
- Wed: Trader Spotlight – gift/home shop.
- Fri: Engagement post – “One word to describe Hockley is...”

**Month 3 – Seasonal & Community Focus**

**Theme:** “Festive & Community Spirit” (Autumn into Winter)

**Week 9**

- Mon: “What’s on in Hockley this month” – round-up.
- Wed: Trader Spotlight – boutique/retail shop.
- Fri: Seasonal question – “Hot chocolate, mulled wine, or spiced latte – what’s your autumn/winter drink?”

**Week 10**

- Mon: Throwback – old festive Hockley photos.
- Wed: Trader Offer – festive deal (e.g. Christmas gift set discount).
- Fri: Poll – “Where’s your go-to place for festive shopping in Hockley?”

**Week 11**

- Mon: “5 festive finds in Hockley this week” (curated list from different traders).
- Wed: Trader Spotlight – charity shop or community organisation.
- Fri: Engagement post – “Tag someone you’d bring to the Hockley Christmas lights!”

## Week 12

- Mon: End-of-year thank you to Hockley traders.
- Wed: Trader Round-up – “Here’s who’s open over the holidays.”
- Fri: Community wrap-up – “What are you most looking forward to in Hockley next year?”

This structure gives consistency while leaving space for **ad-hoc posts** (last-minute offers, weather-related updates, surprise events).

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Here’s a **set of ready-to-use post templates** for *Hockley Happenings*. These will give a **consistent look and tone** across the group while making it easy for traders to slot in their own photos, offers, and updates.

Along with **graphic + text templates** (you can design them in **Canva** or similar) with clear placeholders for traders.

## *Hockley Happenings* Post Templates

### 1. Trader Spotlight

#### **Graphic:**

- Photo of shop owner or storefront.
- Frame/banner: “Trader Spotlight” with *Hockley Happenings* logo/branding.

#### **Text Template:**

##### **Trader Spotlight**

This week we’re shining a light on: **[Business Name]**

Location: [Street / Landmark nearby]

What they do: [Short description]

Local tip: [Signature product/service]

Pop in and support local – don’t forget to tell them you saw them on *Hockley Happenings*!

### 2. Special Offer / Deal

#### **Graphic:**

- Bold text: “Exclusive Local Offer”
- Shop logo + product image.

**Text Template:****Special Offer Alert!**

[Business Name] are offering: **[Details of deal/discount]**

Available until: [Date]

Find them at: [Location]

Comment below if you're grabbing this deal!

**3. Event Promotion****Graphic:**

- Bright seasonal colours.
- Title: "What's On in Hockley"
- Space for event name/date.

**Text Template:****What's On in Hockley**

Join us for **[Event Name]** on **[Date]** at **[Location]**.

Expect: [Highlights – stalls, music, food].

Perfect for families, friends, and a great way to support local.

Will we see you there? Tag who you're coming with!

**4. Behind-the-Scenes****Graphic:**

- Candid shop photo or work-in-progress shot.
- Overlay: "Behind the Scenes"

**Text Template:****Behind the Scenes at [Business Name]**

Today we got a sneak peek into how [Business] makes [product/service].

From [process description] to the final result, it's all about care and craft.

Have you visited [Business] yet? What's your favourite thing about them?

## 5. Community Pride / Engagement

### Graphic:

- Local landmark or High Street photo.
- Overlay: "We  Hockley"

### Text Template:

#### We love Hockley!

Tell us in the comments:

What's your favourite thing about our town?

Is it the shops, the food, the people, or something else?

## 6. Throwback / History

### Graphic:

- Old photo of Hockley (black & white/sepia).
- Overlay: "Throwback Thursday – Hockley Then & Now" .

### Text Template:

#### Throwback Thursday!

Here's Hockley High Street back in the [decade].

Can you spot where [shop/business] is today?

Share your memories in the comments!

## 7. Poll / Quick Engagement

### Graphic:

- Simple design with 2–4 options (coffee, cake, flowers, gifts, etc.).
- Title: "Your Local Choice"

### Text Template:

#### Quick Poll!

What's your favourite treat in Hockley?

1. Coffee & cake
2. A fresh bouquet
3. A new haircut
4. A little retail therapy

Comment your choice below!

## 8. Seasonal Post

### Graphic:

- Seasonal theme (autumn leaves, Christmas lights, spring blossoms).  
Overlay: "Seasonal in Hockley"

### Text Template:

#### Autumn in Hockley

Nothing beats a walk through Hockley Woods followed by a cosy coffee on the High Street.  
Where's your favourite seasonal spot in town?

## 9. Cross-Promotion / Gift Bundle

### Graphic:

- Flat lay of products from 2–3 traders.  
Overlay: "Shop Local Bundle"

### Text Template:

#### Build a Local Gift Bundle

Why not shop local and create a thoughtful present?

Try:

- Cake from [Bakery]
- Flowers from [Florist]
- A voucher from [Café/Salon]

Perfect for birthdays, anniversaries, or just because!

## 10. Trader Round-Up

### Graphic:

- Grid-style with logos/photos of 3–4 businesses.
- Overlay: "This Week in Hockley"

### Text Template:

#### This Week in Hockley

Here's what's happening locally:

[Shop Name] – [Offer/Highlight]

[Café] – [Special drink/cake]

[Salon] – [Discount/service]

Which one will you be checking out first?

Tip: Each template should carry a **consistent header, logo, or colour palette** (so posts are instantly recognisable as *Hockley Happenings*).

Here's a set of hashtags you can use for **Hockley Happenings** to boost visibility and engagement:

### Core Group Hashtags

- #HockleyHappenings
- #HockleyTraders
- #HockleyBusiness
- #HockleyCommunity
- #ShopHockley

### Promotional & Engagement Hashtags

- #SupportLocalHockley
- #LoveHockley
- #HockleyHighStreet
- #HockleyEvents
- #HockleyLocal

### General Business & Community Hashtags

- #SupportLocal
- #ShopLocal
- #LocalBusiness
- #CommunitySpirit
- #SmallBusinessUK

Tip: Mix **2–3 core hashtags** with **1–2 promotional or general ones** per post to avoid looking spammy while still reaching a wider audience.

## Hockley Happenings Canva Brand Kit

Use this so that all posts look consistent and professional, and I'll outline how to build the templates inside Canva.

### *Hockley Happenings* Canva Brand Kit

#### ✔ Brand Colours (friendly, modern, community feel)

- **Hockley Blue** – #2E5C9A (trust, community)
- **Fresh Green** – #6BAA75 (local, natural, fresh – nod to Hockley Woods)
- **Sunset Orange** – #F28C28 (warm, vibrant, for call-to-action highlights)
- **Neutral Grey** – #F5F5F5 (backgrounds, clean look)
- **Black** – #1A1A1A (text, strong contrast)

#### ✔ Fonts

Choose free Canva fonts that look good together and are easy to read:

- **Headings:** *League Spartan* (bold, modern, standout for titles).
- **Subheadings:** *Montserrat* (clean and versatile).
- **Body text:** *Open Sans* (simple, legible for longer text).

#### ✔ Logo & Visual Identity

- A simple **Hockley Happenings wordmark** using the brand colours (e.g. "Hockley" in Sunset Orange, "Happenings" in Hockley Blue). See visuals attached.
- Optional **icon add-on:** outline of Hockley Woods trees or High Street silhouette.
- Use logo in the corner of every template so posts are instantly recognisable.

## Canva Templates to Create

Here's how you can build the 10 post templates we discussed directly in Canva:

### 1. Trader Spotlight Template

- Layout: Large photo area + text banner at bottom.
- Banner colour: Hockley Blue with white text "Trader Spotlight".
- Placeholder text: [Business Name], [What they do], [Location].

### 2. Special Offer Template

- Layout: Bold headline at top "Special Offer" in Sunset Orange.
- Product photo in centre.
- Details box below for price/discount.

### 3. Event Promotion Template

- Layout: Split poster-style (photo on one side, text on the other).
- Use Fresh Green accent for event date/time box.

### 4. Behind-the-Scenes Template

- Layout: Polaroid-style frame for a candid photo.
- Caption overlay "Behind the Scenes at [Business Name]".

### 5. Community Pride Template

- Layout: Full-width photo of Hockley landmark.
- Overlay in semi-transparent blue with text "We  Hockley".

## 6. Throwback Template

- Layout: Side-by-side "Then" (old photo) and "Now" (modern photo).
- Neutral Grey background, black text.

## 7. Poll Template

- Layout: 4 boxes with icons/images for each option.
- Sunset Orange banner at top "Quick Poll" .

## 8. Seasonal Template

- Layout: Seasonal background graphic (autumn leaves, Xmas lights, spring blossoms).
- Space for 1–2 trader photos + overlay "Seasonal in Hockley" .

## 9. Cross-Promotion Template

- Layout: Collage of 2–3 product photos.
- Text block: "Shop Local Bundle – create your gift with [Trader names]" .

## 10. Trader Round-Up Template

- Layout: Grid with 3–4 trader logos or photos.
- Title bar at top: "This Week in Hockley" in Fresh Green.

## How to Use in Canva

1. **Set up Brand Kit** → Upload colours, fonts, and Hockley Happenings logo.
2. **Create Templates** → Build 10 master templates (square 1080x1080 for Facebook posts).
3. **Share with Traders** → You can share Canva template links so traders can duplicate and edit with their own photos and offers.
4. **Consistency** → Always use branded colours, logo, and fonts – so posts feel “official Hockley Happenings” .

Here are the **first 3 Hockley Happenings Canva templates** as an example:

### 1 Trader Spotlight Template

**Size:** 1080 x 1080 (Facebook/Instagram square)

#### Layout:

- Background: Neutral Grey (#F5F5F5)
- Large central photo area (shopfront, products, or owner).
- Banner at bottom: Hockley Blue (#2E5C9A) with white text.
- Top corner: Hockley Happenings logo.

#### Text placeholders:

- Title (white on blue banner): *Trader Spotlight*
- Subheading (below photo): **[Business Name]**
- Body text area: “ [Short description of what they do] | [Location]”

#### CTA (small at bottom):

“Pop in and say hello!”

## 2 Special Offer Template

Size: 1080 x 1080

### Layout:

- Background: White with thin Sunset Orange (#F28C28) border.
- Bold headline box at top: Sunset Orange with white text *"Special Offer!"*
- Large photo/product image in centre.
- Green (#6BAA75) highlight box for the offer.

### Text placeholders:

- Title: Special Offer!
- Offer block: " Get [XX% OFF] on [Product/Service]"
- Details: " Valid until [date] | 📍 [Location]"

### CTA (bottom bar, Hockley Blue):

" Don't miss out – visit [Business Name] today!"

## 3 Event Promotion Template

Size: 1080 x 1080

### Layout:

- Split background:
  - Left side: photo of event (market, café, stalls).
  - Right side: solid Hockley Blue background.
- Top right: " What's On in Hockley" in bold white.
- Fresh Green (#6BAA75) box for date/time.
- Sunset Orange accents (icons like 🎵🍔🛍️).

### Text placeholders:

- Event name: **[Event Title]**
- Date/time: 📅 [Date + Time]
- Location: 📍 [Place in Hockley]
- Highlights: " Expect [stalls/music/food/etc.]"

### CTA (bottom):

" Tag who you're coming with!"

## How to Build in Canva

1. Open Canva → choose **1080 x 1080 px**.
  2. Set up your **Brand Kit** with the colours + fonts I listed earlier.
  3. Recreate each layout:
    - Add **frames** for images.
    - Use **colour blocks** for banners.
    - Insert logo in a consistent corner.
  4. Save as **templates** → share “use template” link with traders so they can edit.
-