

Homage^{TM/MC} cannabis

A QUICK GUIDE TO SOCIAL - 2022

Contents

- Purpose 1
- Brand messaging 2
- Product messaging 3
- Sample posts 4
- Visual Assets 5

Purpose

This guide is meant to support you in creating interesting and engaging content for your social media channels. Our goal is to help you illustrate your digital story alongside the Homage brand with confidence and accuracy.



Brand Messaging

The Homage Cannabis Collective is about:

- Quality craft cannabis from Canada's most passionate micro-producers
- Curating the finest craft cannabis in Canada to share with consumers who appreciate local quality
- Paying tribute to the art of growing
- Believing in small business, and the work of local craft growers
- Making it simple for small-scale producers to share what they do with the people they care about

It's our privilege to empower the (individual) artisans who continue the tradition of growing thoughtfully from the earth. Our work is dedicated to ensuring this tradition continues.

Product Messaging



Every Homage product is made with true artisanal quality, using rare genetics and small batch production. This craft approach allows for higher THC content and more powerful aromas and flavours.

Each member of the Homage Cannabis Collective is passionately dedicated to their flowers, which are hand-trimmed, hang-dried, hand-packaged, and grown in small facilities to ensure craft quality.



Sample Posts

@homagecanada is all about small business, premium craft cannabis, and the art of growing it. Blue Iguana proves it. Working with natural soils, hand trimmed and extensively cured techniques, and a whole lot of passion, micro-producer Lahoja, of Beauce, Québec, adds this dense, beautiful flower to the #homage cannabis collective. Enjoy!

New product alert! All the way from Saskatchewan, @homagecanada introduces Grape Escape from micro-producers @prairiecraftcanopy — a fruity, sweet-and-sour Hybrid, with the deliciously rare terpene Farnesene. Looks like the #homage cannabis collective has done it again.

The folks of @homagecanada have travelled across this country to discover the finest craft cannabis in the land. And we're proud to share it with you.

Always small batch. Always hand trimmed. And always slow cured. @homagecanada is dedicated to the true artisanal quality that can only come from Canada's most passionate craft cannabis makers.

Hashtags

#respectfullycrafted

#cannabiscollective

#homagecannabis

#craftcannabis

#cannabismicros

Visual Assets

<https://www.dropbox.com/sh/1rgfo2wockgi1mh/AADr9yuDchAb12wB7LgbWFsia?dl=0>





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