



# Retailer Spotlight: Be on Park

**Each month, we'll be spotlighting a company that's doing an exceptional job around that month's focus, bringing best practices to life in a real, actionable way. This month, as part of our social media programming, we're featuring Be on Park, a fine jewelry retailer based in Winter Park, Florida, known for their beautifully curated selection and consistently engaging online presence.**

**Tell us a little about your brand—what makes your store and your social media presence unique?**  
We believe in color and the art of the everyday: from jewelry and home interiors to apparel, owner Emily Williams' philosophy is that beautiful things should be enjoyed daily, not just saved for special occasions. That spirit carries through to our social channels, where we share what's new and now in a more unfiltered, personal way.

**How do you approach your social strategy? Do you plan in advance or post more organically?**  
We plan social posts using a monthly calendar. In-store events drive more organic content (for example, once trunk show items arrive, we'll shoot and share them), while new arrivals and gift ideas, especially those tied to our bi-weekly newsletters, guide the rest of the schedule.

**Can you share an example of a post or campaign that directly drove sales or foot traffic?**  
We once reposted a one-of-a-kind tourmaline necklace that had been in the store for a while. A client fell in love with it from that post, and her husband surprised her by purchasing it — proof that sometimes a second showing makes all the difference.

**What types of content resonate most with your audience?**  
Flat lays, diamonds (especially Kwiat!), and anything featuring Emily or her personal picks tend to drive the most engagement.

**What advice would you give to other retailers who want to level up their social presence but aren't sure where to start?**  
Don't wait for perfection. Start posting consistently and allow room to experiment. Focus on building an engaged, high-quality audience rather than chasing a follower count. You'll gain clearer insight into what resonates and can grow from there.

**As a retailer representing multiple fine jewelry brands, how do you approach showcasing each one distinctly on social media while maintaining a cohesive brand presence?**  
In-house content is key. It's tempting to rely on brand-provided images, but we aim to shoot content in our own visual style whenever possible. That said, many of our brands have strong, complementary aesthetics that allow for consistency across platforms, especially in print. We highlight our top brands regularly and weave in one-of-a-kind pieces and vintage finds to keep the mix fresh.

Looking for more inspiration, [click here](#) to follow them on Instagram.

