

Historic Landscape Project



Using Social Media

Be Brave!

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Why use Social Media?

- Infinite readership – massive marketing potential
- Reaching a new audience
- Shows users to be a presence in the modern world
- Genuine 'business' is being done via social media, so why miss out?

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Why use social media?

- Infinite readership – massive marketing potential (Even if your own Facebook page only has 40 Likes (followers), you can post something on it and ask for people to Like and Share, and if it captures their imagination, within 12 hours it can have been seen by 750 people. Brilliant free advertising – the cost of the equivalent stamps would be immense!)
- Reaching a new audience – often hear 'but none of our members would use social media' and this is agreed, but it is still a brilliant tool for reaching a new audience
- Shows users to be a presence in the modern world – for example, HLPOs tweet about a forthcoming meeting with Historic Environment Record teams, which they pick up, and it heralds before we get there that we and the CGTs are dynamic modern people who understand how the bigger, professional organisations in the sector need to operate
- Genuine 'business' is being done via social media, why miss out?



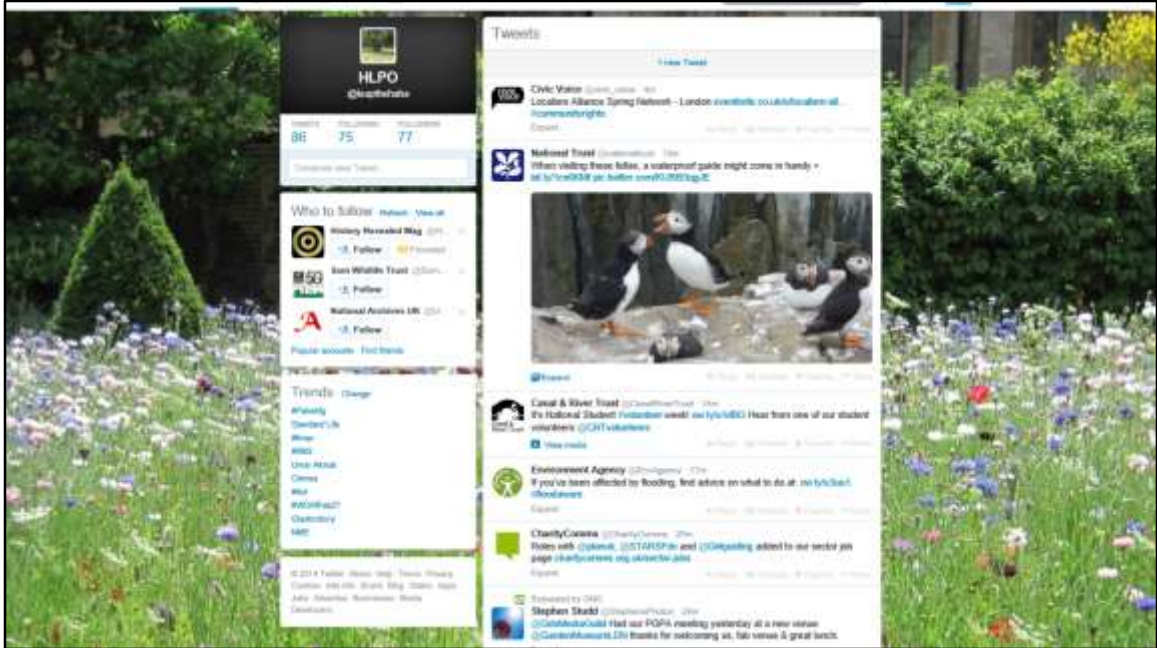
Twitter

- Free resource
- Send brief messages (including pictures and weblinks)
- Can be read by anyone, but will be picked up by certain people depending on what terms you use
- Based on a system of you Following people of choice, and other people choosing to Follow you
- System of replying, retweeting, addressing individuals to interact

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A few summary notes about Twitter:

- Free resource
- Send brief messages (including pictures and weblinks)
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Key Twitter terms you'll hear:

Tweet: A 140-character message.

Retweet (RT): Re-sharing or giving credit to someone else's tweet.

Feed: The stream of tweets you see on your homepage. It's comprised of updates from users you follow.

Handle: Your username.

Mention (@): A way to reference another user by his username in a tweet (e.g. @mashable). Users are notified when @mentioned. It's a way to conduct discussions with other users in a public realm.

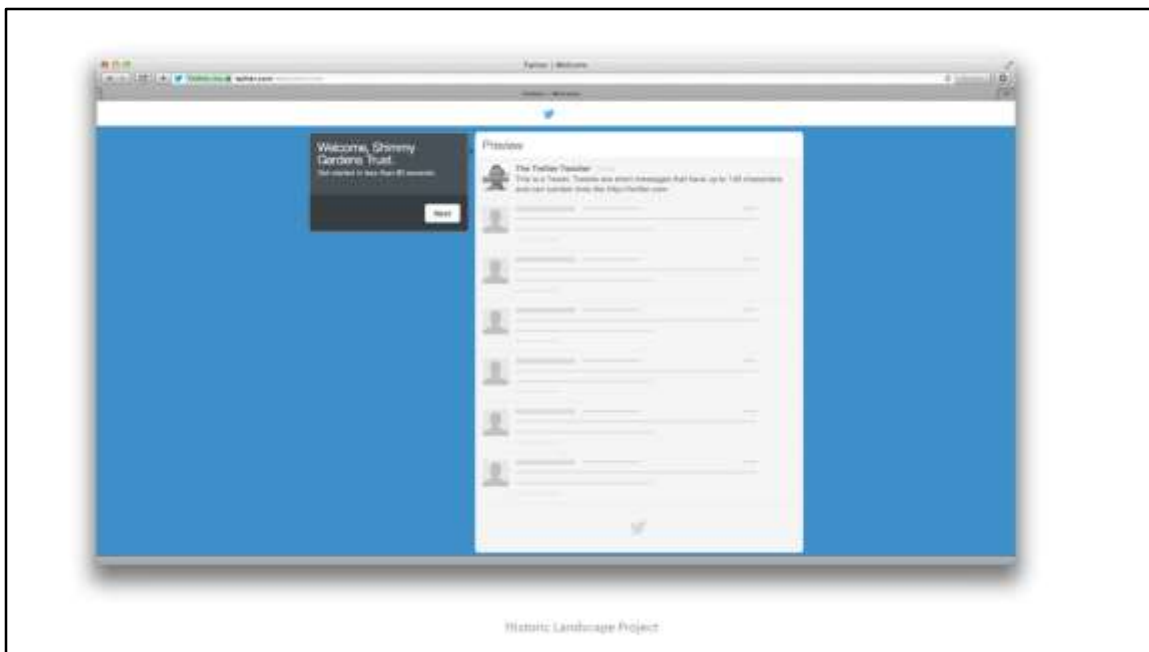
Direct Message (DM): A private, 140-character message between two people. You can [decide](#) whether to accept a Direct Message from any Twitter user, or only from users you are following. You may only DM a user who follows you.

Setting up a Twitter account

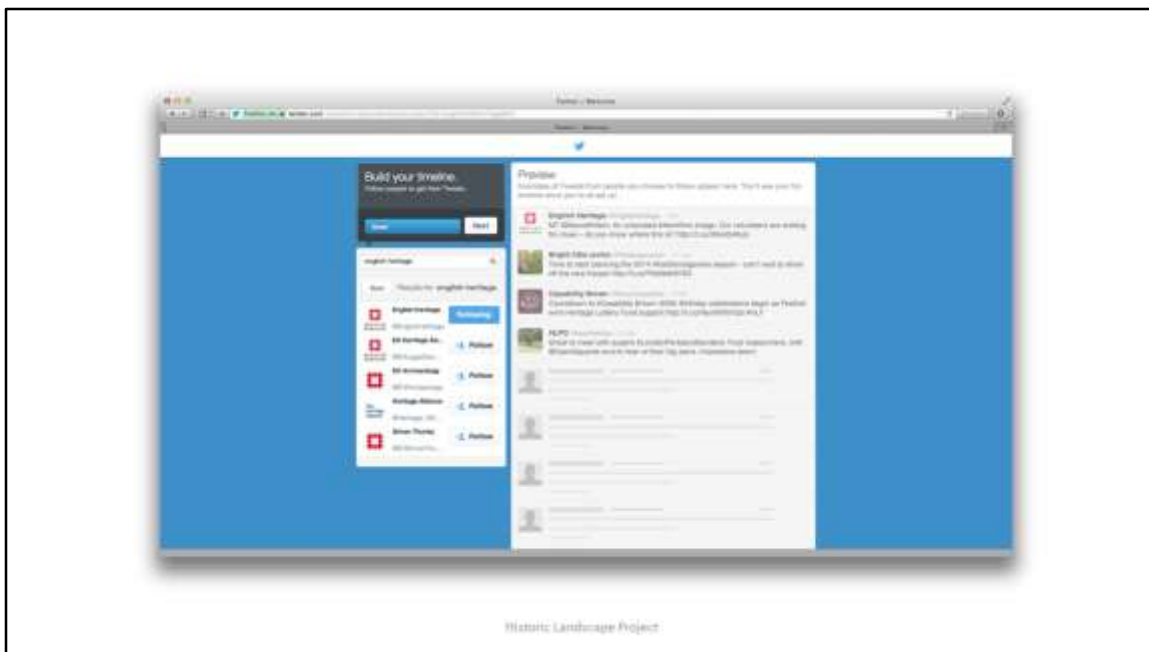


To set up a Twitter account:

- If you don't already have one, set up a 'generic' type email address for your CGT eg shimmygardenstrust@gmail.com or similar – this can be useful for a lot of CGT work and the password and address can be shared amongst a number of 'working' members if wished so everything doesn't hang on one person.
- Go to www.twitter.com and follow the instructions on the front page under New to Twitter? Sign Up:
- Fill in the name of your Trust
- Fill in your email
- Create a password that you are happy to share with others if need be
- Click on 'Create account'
- Check through the info and suggestions it gives you – make any changes you want and then CHOOSE YOUR USERNAME
- Keep your Username short if possible but to reflect your Trust if you can eg ShimmyGT, because this will be your public interface
- Choose 'Create Account'



Having set up your account, you are then likely to get a little introductory guide on screen like this. Do keep following the onscreen Twitter instructions, as they will talk you through the process.



Finding people to Follow:

The next screen suggests finding some people to follow.

- Search on 'leapthetaha' (the Historic Landscape Project) to kick off with – click on Follow when it pops up - and you could also try searching with key words like 'historic landscape' or 'capability brown' too. You can see the name of the person or company with that account eg when you find @leapthetaha you can see it is run by 'HLPO' ie the Historic Landscape Project Officers. You can even click on their name to see their Twitter *profile* ie who they are. Find 4 more to follow. Each time you click on 'Follow' you'll see their latest *status update* appear.
- The next screen makes more suggestions as to who else you might wish to follow. You could pick up some useful government agencies here and other national organisations.
- On the next screen you can choose to find people using your contacts list. This could be useful if you are using a CGT email address that has members etc linked to it in that you can quickly find out if they *tweet* and then choose to follow them or not. This has the great advantage that they will be notified that you are following them and become aware that this is now a *Twitter feed* from their Gardens Trust. They're bound to be pleased! Already you'll start to find an audience.

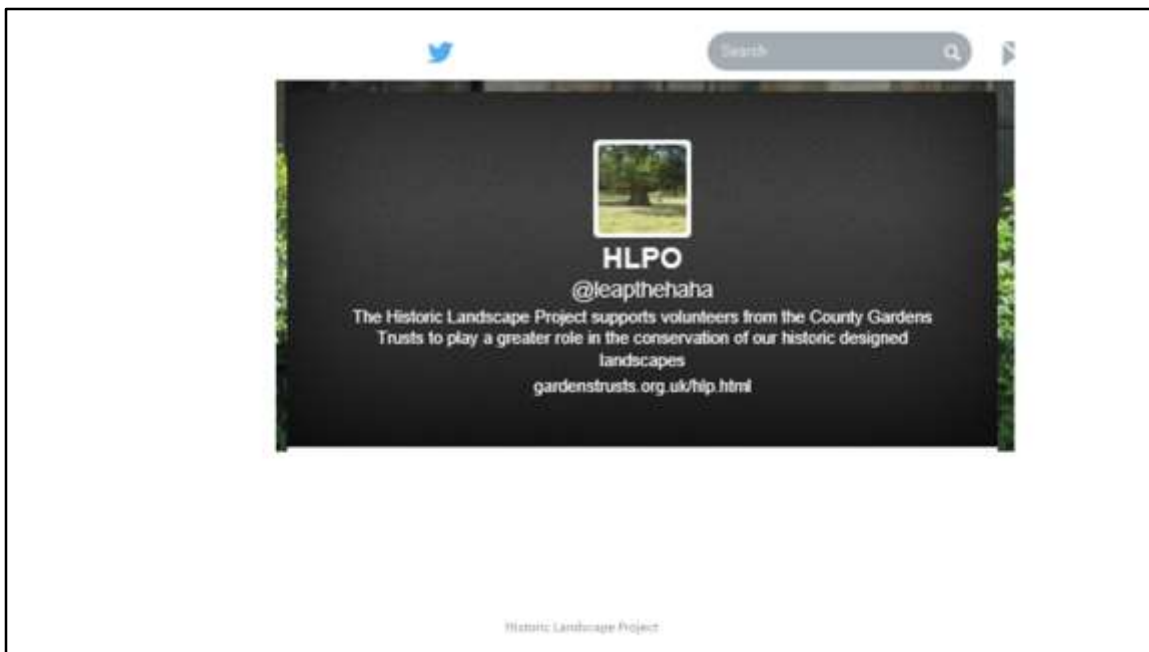
You can choose to skip this stage using the box on the bottom left hand side.



The Historic Landscape Project, @leapthehaha, follows a mix of Natural England, Historic Environment Record teams, County Gardens Trusts members, English Heritage intern, Steffie Shields, individual historians, other organisations



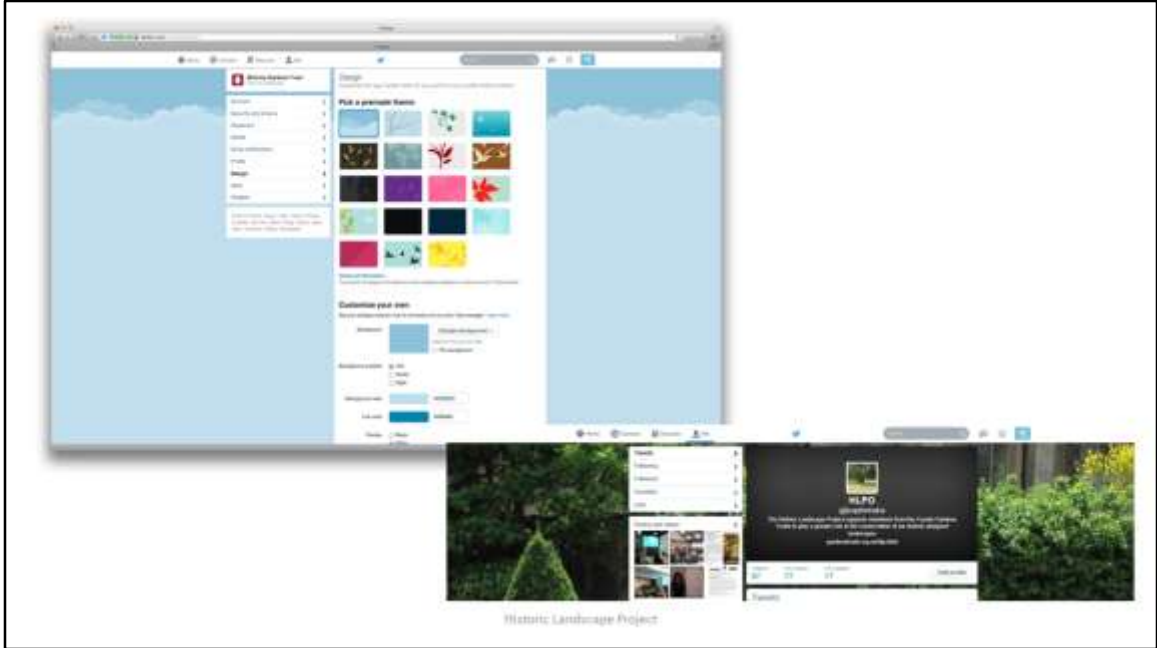
Likewise, people who are Following the Historic Landscapes Project are a mix of individuals, English Heritage, Historic Environment Records, other organisations, County Gardens Trusts, museums, gardens



Personalise your account and determine your public image:

Now you get to personalise your account with a photo and a short but interesting *bio* of your trust.

For the bio, say what your Trust does and even why it's interesting. But, as with all things Twitter, you've got to do this in brevity – here 160 characters (NB not words!). To upload a photo, click on 'Upload Image' and follow the instructions (it will take you into your computer's 'Finder' or 'Explorer' box to pick a file to upload so it helps if you know where the image you want is saved!).

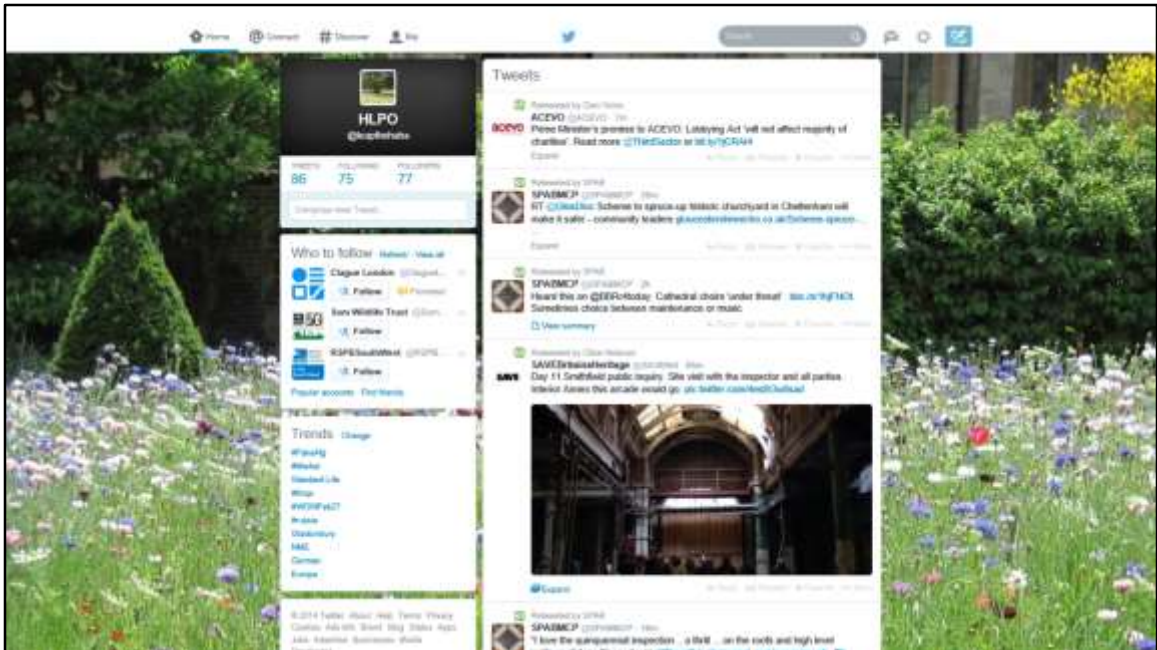


Maximise Twitter's potential for you:

When you move into the next screen, you'll see that you need to confirm your email address in order to gain access to all Twitter's features. Do this now by going in to the email account for the email account that you used to register your new Twitter account and follow the instructions.

Set a background:

At any time you can click on the cog wheel symbol at the top right hand side of the screen and choose 'Settings'. From here you can update your profile by choosing a background – under 'Design'. You can also come back to this point at any time to change your photo, bio, email etc at any time – you can find these under the 'Profile' menu under 'Settings'.



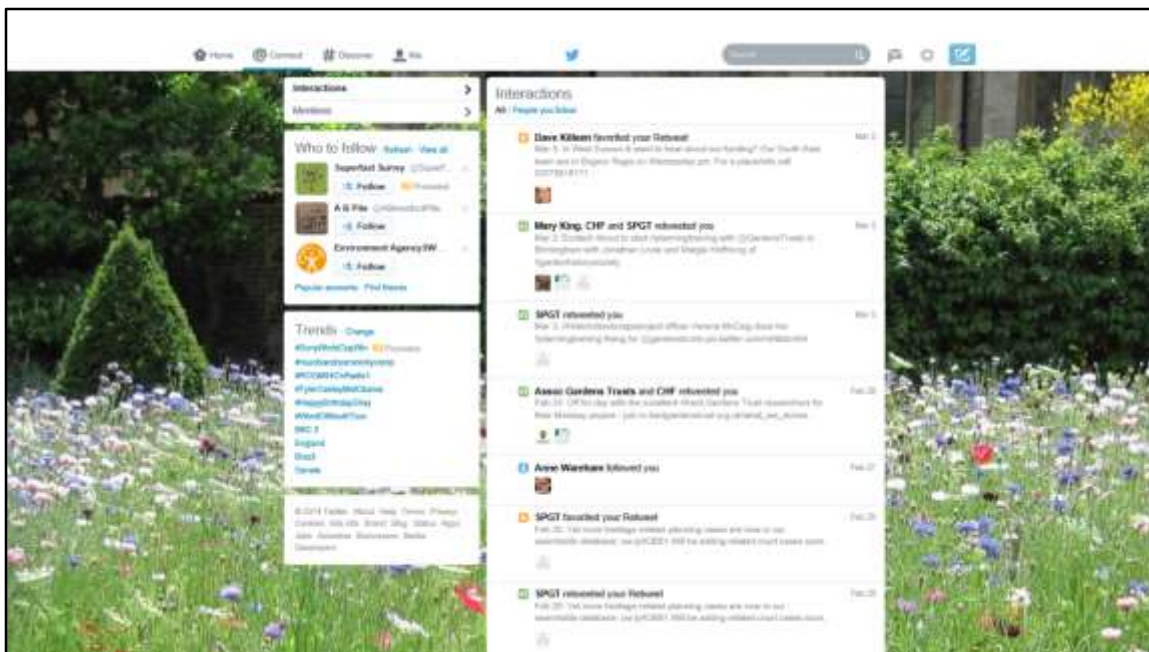
Take time to explore!

Home page:

You can click on 'Home' at the top of the screen at any time to return to your homepage.

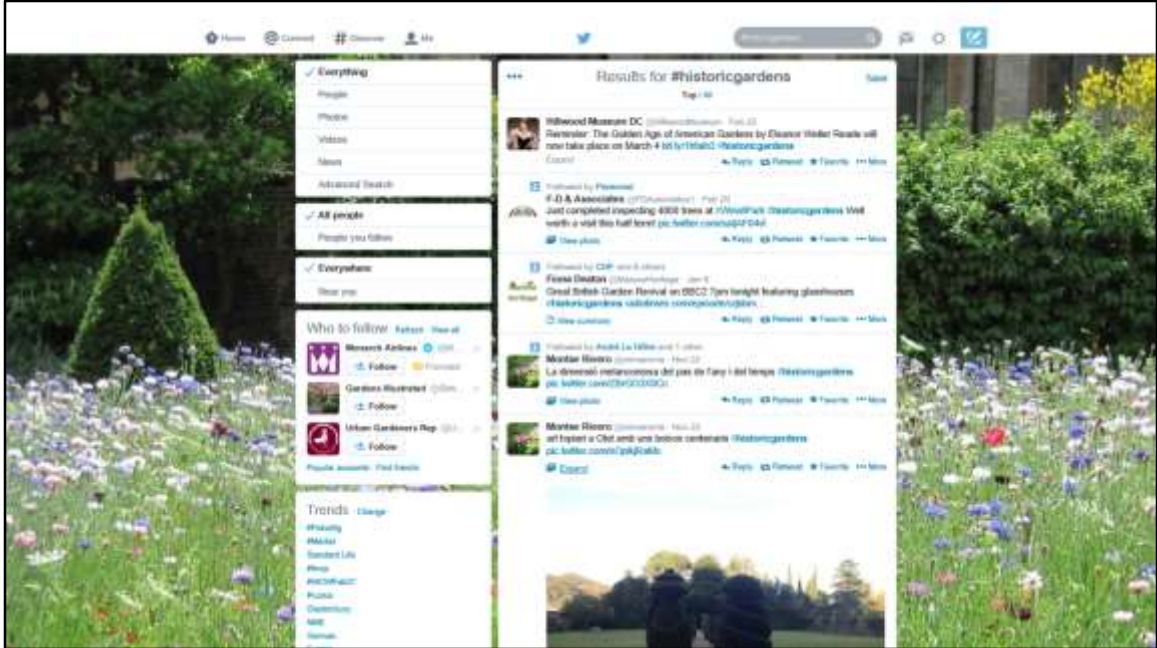
On this page you can see the number of times you've *tweeted*, how many people you are *following*, and how many *followers* you have. You can also see what topics are *trending* ie are the most popular at the moment. If any of these interest you, you can click on them to have a read.

You might also want to click through the various symbols at the top of the page to see what each one does – they are self-explanatory, giving a description of what you are seeing.



Connect tab:

This is split into 'Interactions' and 'Mentions' and here you can see who has retweeted, replied, followed, or favourited anything of yours, or who has sent a tweet mentioning or addressed to you. (You might want to monitor this and thank the people involved via a tweet – in itself a good excuse to tweet and get more attention)



Discover tab:

Here there are tweets listed that Twitter thinks you will be most interested in, from what it can see going on in your account.

Search box:

Here you can use a hashtag (#) to search for all tweets relating to a particular theme that interests you.

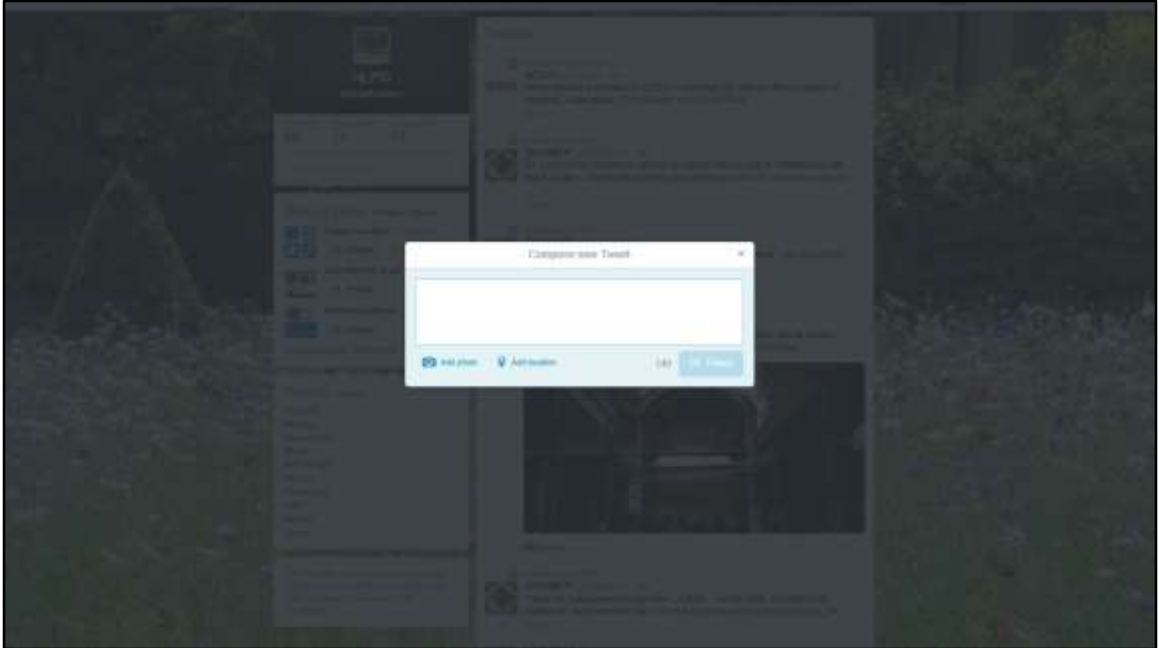
The hashtag is a way to denote a topic of conversation or participate in a larger linked discussion (e.g. #historicgardens). It is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.



Me tab:

This screen summarises your life on Twitter.

You can also adjust your profile here, by click on 'Edit profile' just under your profile description



Feather tab:

This is what comes when you click on the Feather – it is what you compose your tweet into.

The Feather on the RHS enables you to write a message yourself - so now you're ready to *tweet*! You have 140 characters and it counts down how many characters you have left. You can get an idea of what people tweet by looking at the *twitter feed* that you can see on your home page.

Ready to tweet?

How about:

- We're launching on Twitter today! Excited about creating all sorts of new connections in the #landscape world

Or even:

- At last we're joining all the other #gardenstrusts on Twitter! Thanks @leapthahaha for showing us how!

Or:

Thanks @leapthahaha for Twittering us – find them at <http://goo.gl/mUO07B>

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Ready to tweet? REMEMBER: Everyone will see what you write so make sure you get it right and double check it before you submit it.

If you want to include a link to a website, remember that every character in a web address counts as one of your 140 total characters so you will usually want to reduce them in length. You can do this using a website that specially does this – you could try <http://goo.gl> or <https://bitly.com> but there are others.

Eg For <http://www.bbc.co.uk/news/uk-england-coventry-warwickshire-25150343> put into <http://goo.gl>

becomes <http://goo.gl/UPwt6w>

and therefore takes up far fewer characters!

Or www.gardenstrusts.org.uk/hlp.html becomes <http://goo.gl/mUO07B>

Use any excuse to add a picture in your tweet – people are much more likely to look at a tweet if they can see there is a picture attached, no matter how boring!

Writing a tweet – things to remember

@ - Mention – it prefaces a user's username
(eg @leapthehaha)

- Hashtag – a topic or conversation subject
(eg #CB300)

140 characters

Remember – a picture is worth a 1000 words!

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Borrowing a tweet

Save time and generate goodwill by spreading other people's tweets

- Retweeting
- Replying
- Favouriting

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You don't have to always write fresh material. Save time and generate goodwill by spreading other people's tweets

- Retweet: If you see a tweet by someone that you are following that you think looks interesting, you can *retweet* it by clicking on the 'retweet' symbol underneath the tweet you like.
- Favourite: You can also 'favourite' a tweet – this will make that tweet stand out from the crowd and the person / organisation that posted that tweet will be pleased that it gets a higher profile.
- Reply: You can reply to a tweet by clicking on reply and putting their @name in your reply so that they will see it – but remember that *EVERYONE* will see your reply.

Facebook



- Free resource
- Post one or two paragraphs that can either be read by anyone or by a select group, depending on your settings
- Based on a system of Liking and being Liked
- System of Like, Comment or Share in order to interact

Historic Landscape Project

A few summary notes about Facebook:

- Free resource
- Post one or two paragraphs that can either be read by anyone or by a select group, depending on your settings
- Based on a system of Liking and being Liked
- System of Like, Comment or Share in order to interact



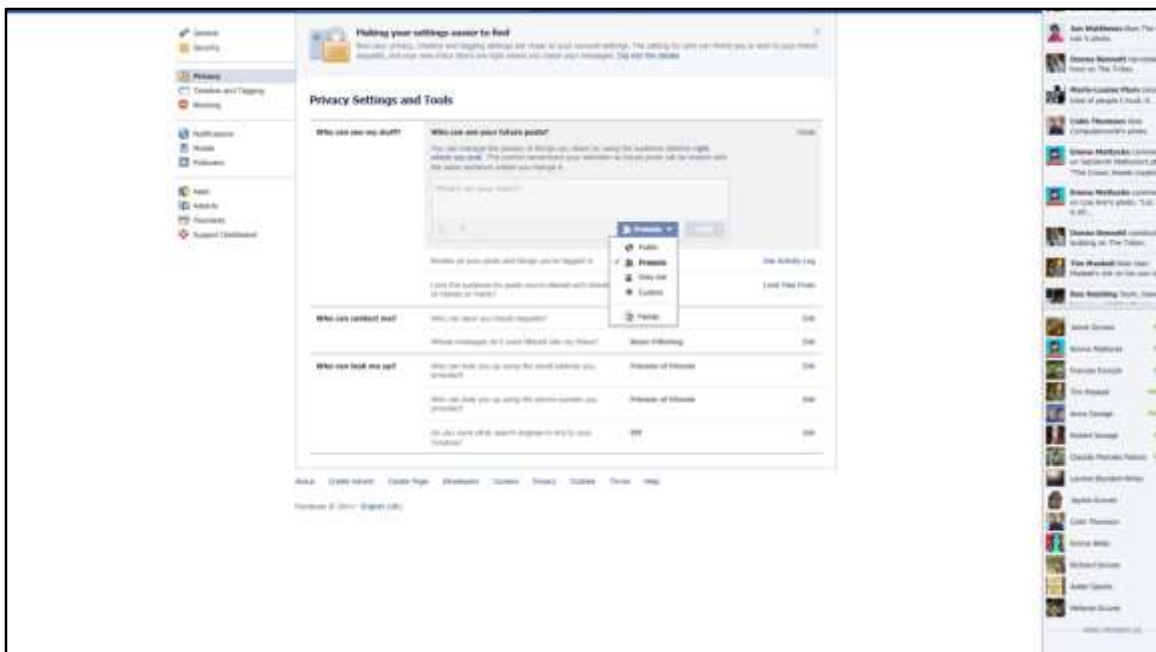
Some Gardens Trusts are on Facebook already, eg Devon and London

Setting up a Facebook account



To set up a Facebook account:

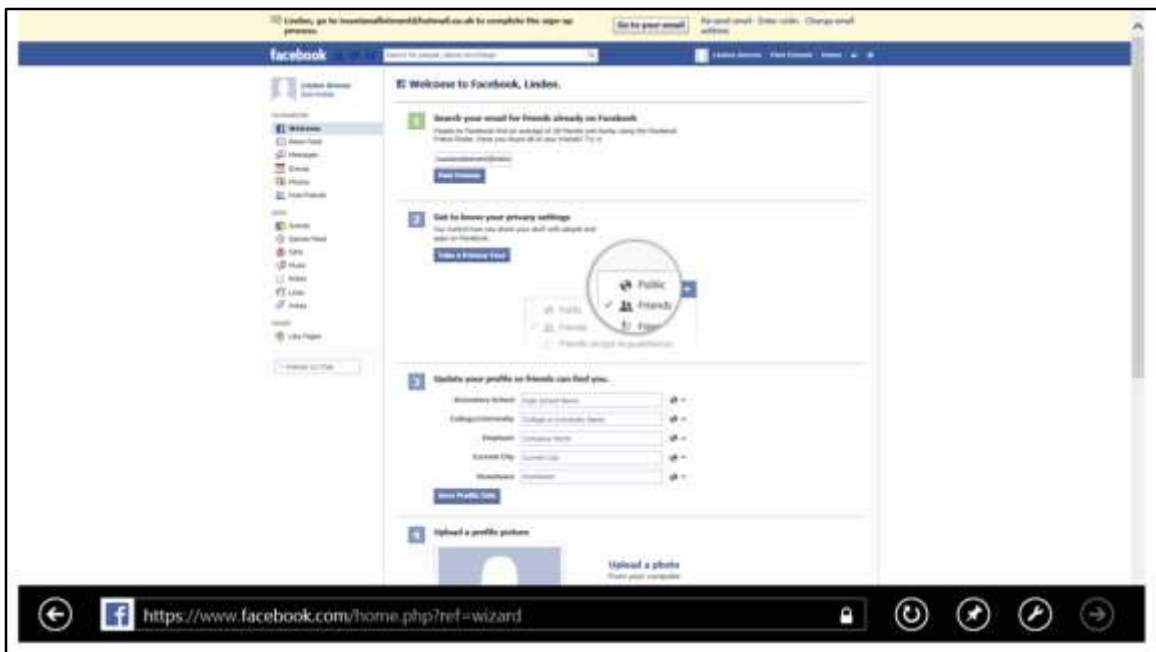
- You need to set up your own personal Facebook account and wall in order to be allowed to manage a page that your CGT can use – don't need to ever use this personal account though. Go to www.facebook.com and enter your personal details as requested on screen for 'Create an account'.



Privacy:

You may be concerned about the privacy implications of having a Facebook account, and of attaching a CGT page to yours.

Be reassured that the Historic Landscape Project Facebook page is linked in this way to the personal Facebook accounts of the Historic Landscape Project Officers but they have set their personal privacy settings in such a way that it is not possible for viewers who are not their personal friends to see anything about their Wall.



To set your privacy settings:

You will be given a choice of privacy settings and need to choose Friends rather than Public. This means that you can choose to allow people to see your Wall (ie, you have to accept someone's Friend Request before they can see your material).

Retrospectively, you can change your privacy settings by clicking on the cog shape in top right hand corner, follow it down to get to Settings, then Privacy.



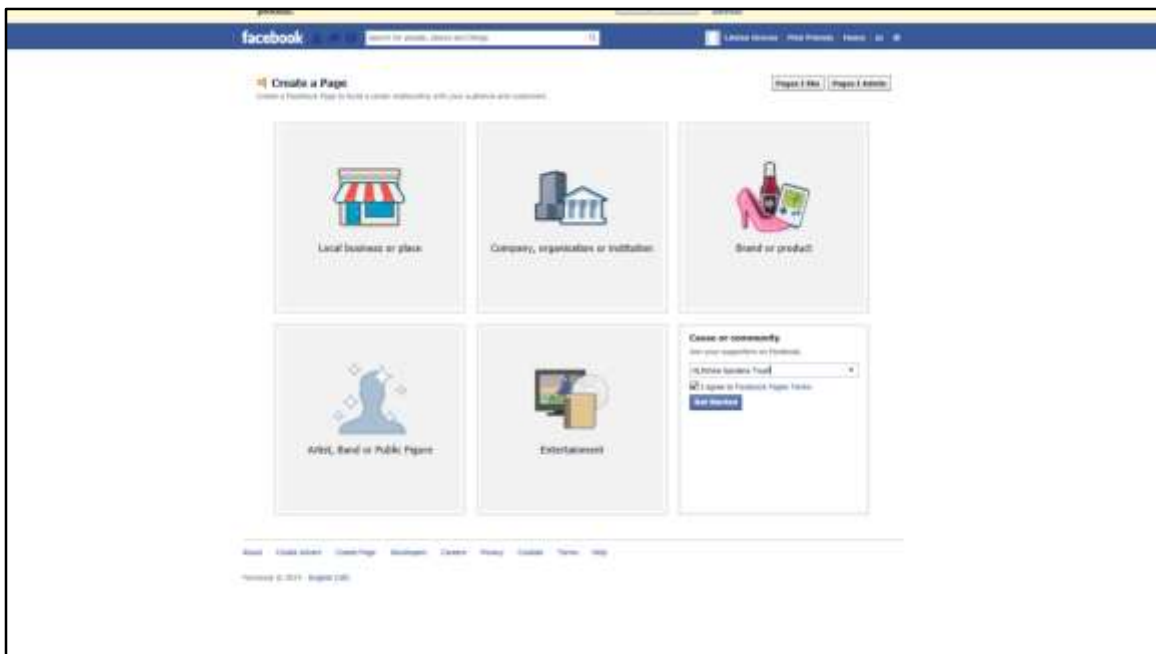
- But for your CGT Facebook page you will probably want the public to see it, as unlike on your personal Wall you will probably only be posting things that you want as many people as possible to see. So even without joining Facebook, you can see this from the Historic Landscape Project by going to www.facebook.com/historiclandscapeproject. (But you cannot see this kind of stuff for most private Walls, without being their 'Friend')

Create your CGT Facebook page



Create your CGT page:

- Click on the cog shape in the top right hand corner.
- Choose 'Create page'
- On the 'Create a Page' page, click on 'Cause or community'

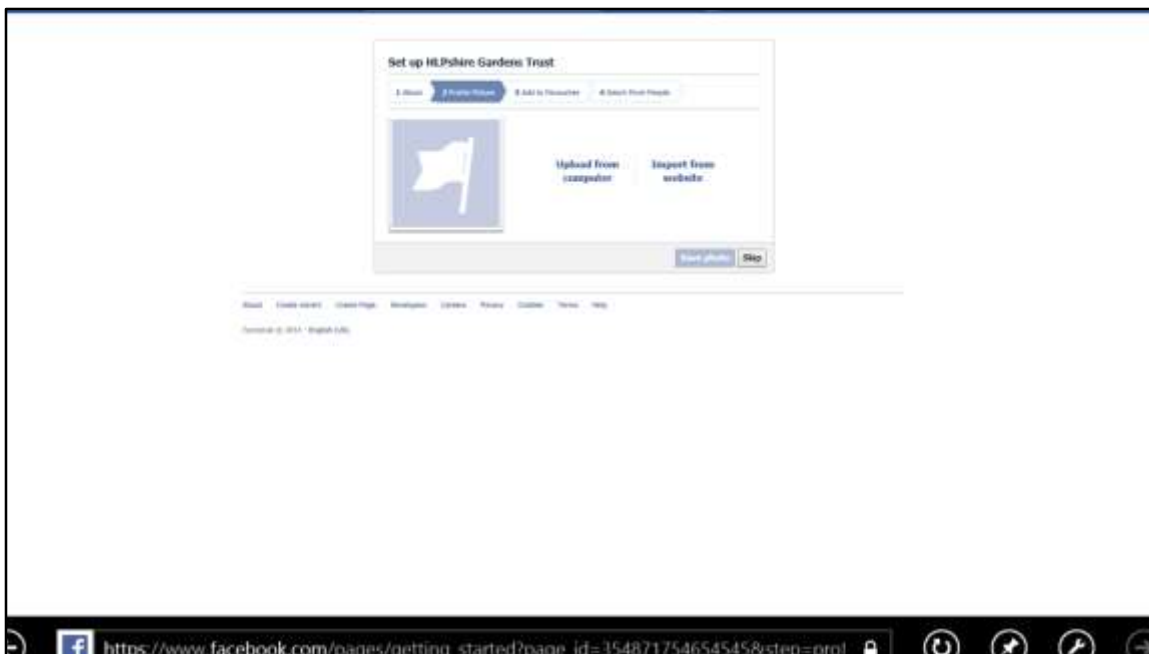


Give your page the name of your CGT



Description of CGT:

You will then move through to a screen where you can write a description of your CGT



Picture:

The next screen allows you to choose a picture that will head your page

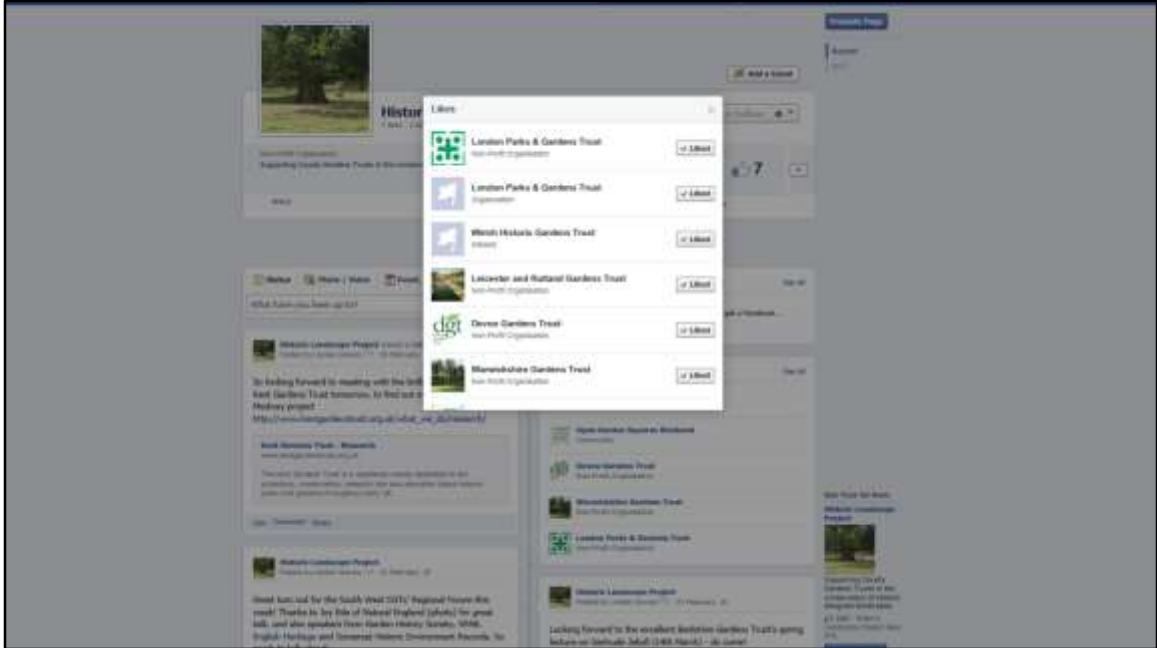
Advert:

You will probably be given the choice of issuing an advert about your CGT across Facebook.

This is cheap and has many benefits in spreading your profile, but can be done at any time so is probably best skipped at this point.



You now have your County Gardens Trust Facebook page!

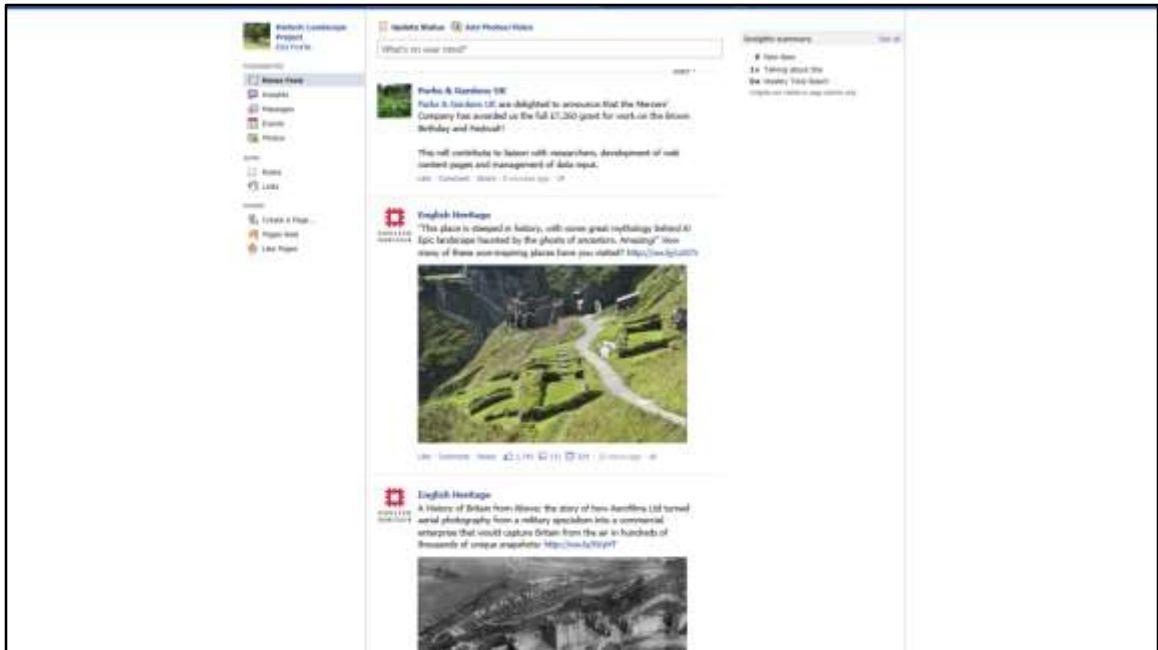


Likes

Now you need to find people or pages to Like – you can do this by going to their websites, finding the Facebook logo and clicking on it (often on the Homepage or the Contact page), or by searching for their names in the search box at the top

The Historic Landscape Project ‘Likes’ the Facebook pages of various County Gardens Trusts as well as other relevant organisations such as English Heritage and Parks and Gardens UK.

By Liking pages, you flag up to them and others your support of their work, but are also automatically notified of content updates to their pages, providing a regular tailor-made news stream.



Home – news stream:

When you Like a page, it causes their news, given in their Posts, to come up when you click your Home button.



Responding to other people's posts:

You are free to simply read other people's posts, but you can let them know that you are reading, build a relationship with them, and create some kind of online activity for your CGT by responding to their post. You can do this with a :

- **Like** – this signifies support, agreement or simply interest in what they have said and is a good way to attract their attention
- **Comment** – you can make a comment at the bottom of their post. This is a good way to initiate a conversation with them, attract attention for yourself amongst their readers, plus it comes up on your page too so people can see how engaged you are with the world around us
- **Share** – this will put the post onto your page too, so you are spreading news which will then make your page more interesting to your readers, and also be an appreciated gesture of support to the original poster.



Icons on top left:

Likes: Symbol of 2 heads – this tells you who Likes your page.

Messages: Symbol of square speech bubble - Facebook Messages are similar to private email messages. They appear in your Facebook Inbox and can include text messages, chats, emails, and mobile messages from your Facebook Friends. They are only visible to invited recipients, so cannot be read by standard readers of your page.

Notifications: Globe symbol - Let's you know when certain activities happen on Facebook, eg you have been mentioned, or someone has commented on one of your Posts, or liked a comment that you have made.

Writing a post



Writing a post:

When you log in and go to your page, the screen will always have a little 'Status' box at the top of all your posts, asking you a whimsical question about yourself along the lines of 'What have you been up to?' Click here to type in a Status Update (also known as a Post).

- **Text:** Facebook posts are usually between 1 sentence and 2 paragraphs long.
- **Pictures:** You can add pictures to the Status – this usually guarantees far more interest.
- **Website links:** Include a website link within your post and Facebook will format it to add an attractive view of the relevant website
- **Tagging:** Tag Facebook users mentioned: If you mention any organisations or people who also have Facebook pages and are linked to yours via a Like, do make sure you type their name exactly as they include it on Facebook, as the two will then automatically link and readers can click through from one to another. (Plus, that person will know that you have mentioned them.)

Click on 'Post' once you've finished typing and it will be published.

Ready to write a Facebook post?

How about:

- Here we are on Facebook at last! Do visit our website www.hlpshiregardenstrust.org for more on HLPshire Gardens Trust, and Like this page for updates on our events and work

Or

- Love this Facebook training with the Historic Landscape Project [tag so links to HLP facebook] and can't wait to start page for www.hlpshiregardenstrust.org

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Borrowing a Facebook post

Remember, you don't to always write fresh material. You can save time and generate goodwill by spreading other people's posts

- Liking
- Sharing
- Commenting

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Linkedin



- A free resource
- Attached to individuals not organisations
- A 'professional' contact network
- Can be used to gain an introduction through a mutual contact
- Details professional expertise and experience
- Can be used to find people and opportunities

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LinkedIn is a really good way of signalling to people what your skills and expertise are. Is the acceptable equivalent of walking up to them at a cocktail party and saying "hello, you barely know me but I'm great and these are my skills and expertise".

You will find that most people now working professionally in the historic landscape sector are now on LinkedIn, so it is a really good way to cement relationships with them, whilst signalling that you are part of the historic landscape sector 'gang'

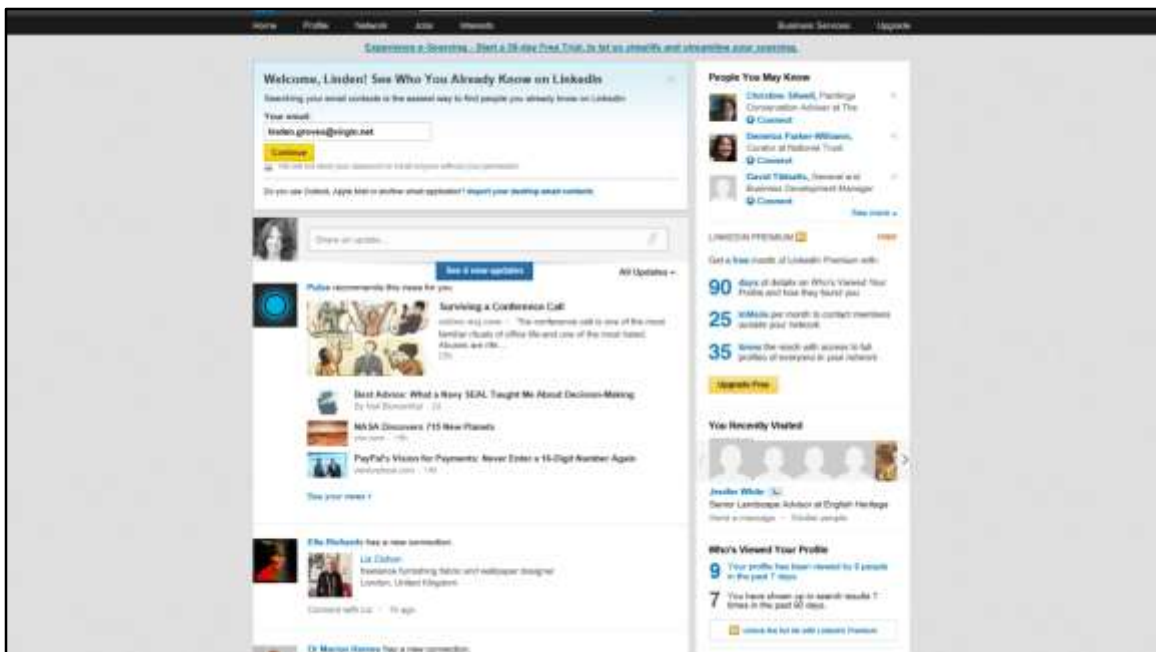
Creating a LinkedIn Account



The screenshot shows the LinkedIn homepage with the registration form. The header includes the LinkedIn logo and navigation links. The main heading is "Connect, share ideas, and discover opportunities." Below this, there is a section titled "Get started – it's free." with a subtext "Registration takes less than 2 minutes." The registration form includes fields for "First name", "Last name", "Email address", and "Password (8 or more characters)". There is a "Join now" button. Below the form, there is a section for "Post a colleague" with a search bar and a "Search" button. The footer contains various links and the LinkedIn logo.

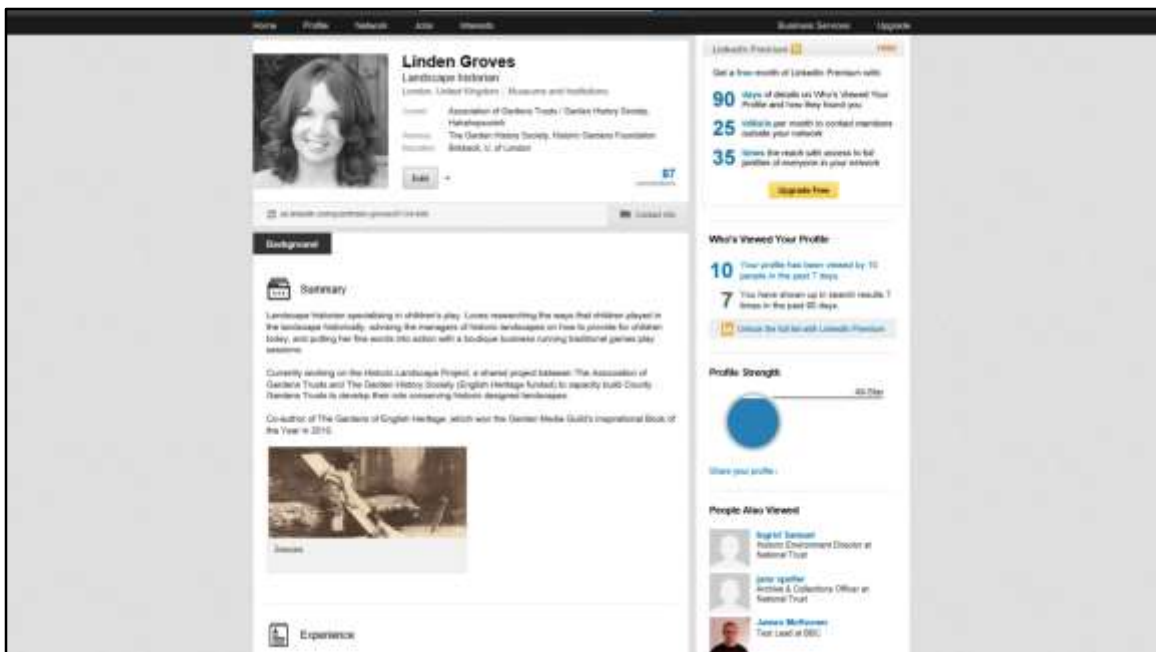
To create a LinkedIn account:

To sign up, go to www.linkedin.com and follow the registration instructions



Home page:

The LinkedIn home page can be tricky to find your way around, but you don't need to use it all – just focus on the bits you want.



Profile:

Click on 'Profile' at the top, and you can write your own profile with pictures and prose describing your professional life, experience, skills, education, awards, contact details etc

Your LinkedIn profile acts like an online cv in some ways.

Experience

Historic Landscape Project Officer (part time)
Association of Gardens Trusts / Garden History Society
 2019 - Present (1 year) | London

Working on the Historic Landscape Project, part time, to capacity build the County Gardens Trusts in playing an active role in the conservation of the UK's historic designed landscapes.

Director
Hatfieldpostcard
 2010 - Present (8 years) | UK

Founded this boutique business running traditional play sessions inspired by my work as a landscape historian - www.hatfieldpostcard.co.uk

Conservation Officer / Conservation Casework Manager
The Garden History Society
 2009 - 2019 (11 years) | London

Conservation Officer and Conservation Casework Manager for the GHSS, a statutory association within the planning system.

Assistant Editor
Historic Gardens Foundation
 2006 - 2007 (1 year) | London

Assistant Editor producing Historic Gardens Review, the specialist magazine of this international charity - www.historicgardens.org

Skills & Endorsements

- Garden
- Landscape
- Conservation Issues
- Writing
- Children's play sessions
- Training

People You May Know

Michael Prasad (2x)
 Supervisor at The Last Gardens of Heligan
 Connected - 50+ | 1st

Ada By LinkedIn Members

Capital Raising Programs
 Meet \$5 Million Capital for Early Stage or High Growth Potential Business?

Are You a Director?

[Home](#)
[Profile](#)
[Network](#)
[Jobs](#)
[Interests](#)

[Business Services](#)
[Upgrade](#)

[Children play systems](#)
[Training](#)

Education

Sinkbeck, U. of London
Master's degree, Garden History
2009 – 2009

University of Leeds
1999 – 1999

Additional Info

Interests

[Garden and landscape history](#), [heritage](#), [children's play](#) and [present](#), [community gardening](#), [landscape conservation](#)

Honors & Awards

Additional Honors & Awards

[Co-winner of Garden Media Guild's Inspirational Award of 2010](#)
[Award of Merit in Sunday Telegraph Conservation Foundation's Gardening Against the Odds](#)

Organizations

Additional Organizations

[Outdoor Children, Hallowoodstock](#), [The Garden History Society](#), [The Association of Garden Trusts](#), [The Historic Gardens Foundation](#), [Whitbread Park](#)

People You May Know

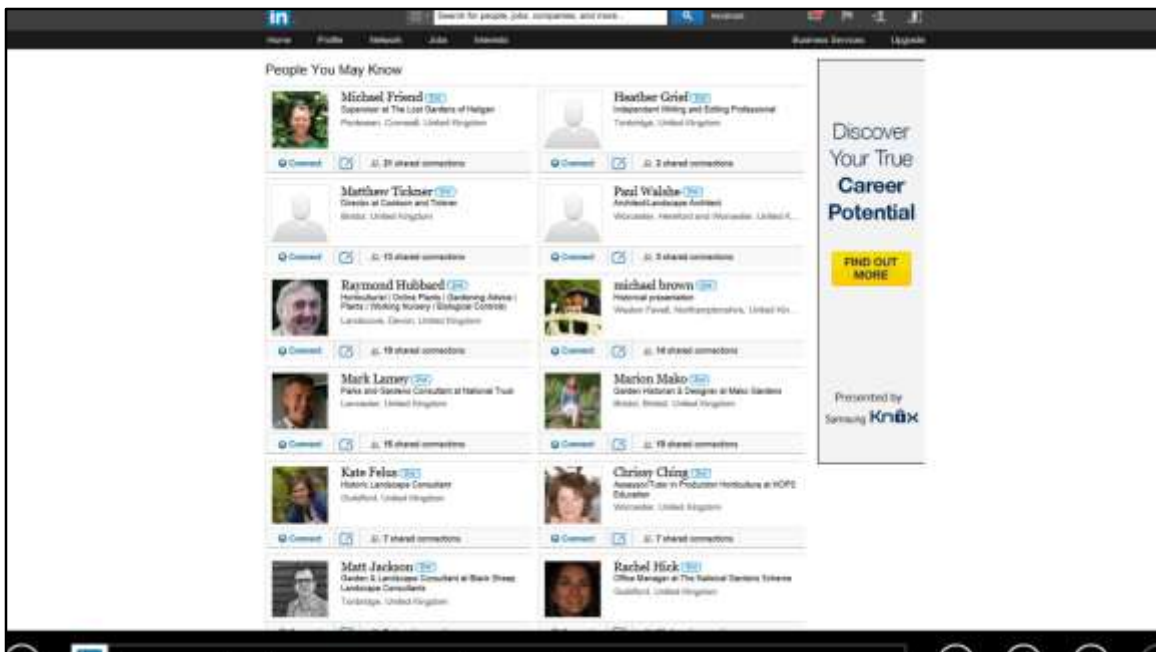
Michael Frowd [3rd](#)
[Supervisor at The Lost Gardens of Heligan](#)
[Connect](#) · [90](#) · [23](#)

Ads By LinkedIn Members

Capital Raising Programs
[Need \\$5 Million Capital for Early-Stage or High-Growth Potential Businesses?](#)

Are You A Director?
[Any More Insurance? E'Eligible. Protect Your Ltd. & get Free iPad Mini \(see details\)](#)

iPad apps @ Hootsuite
[Create engaging iPad apps without programming. Interactive & educational.](#)

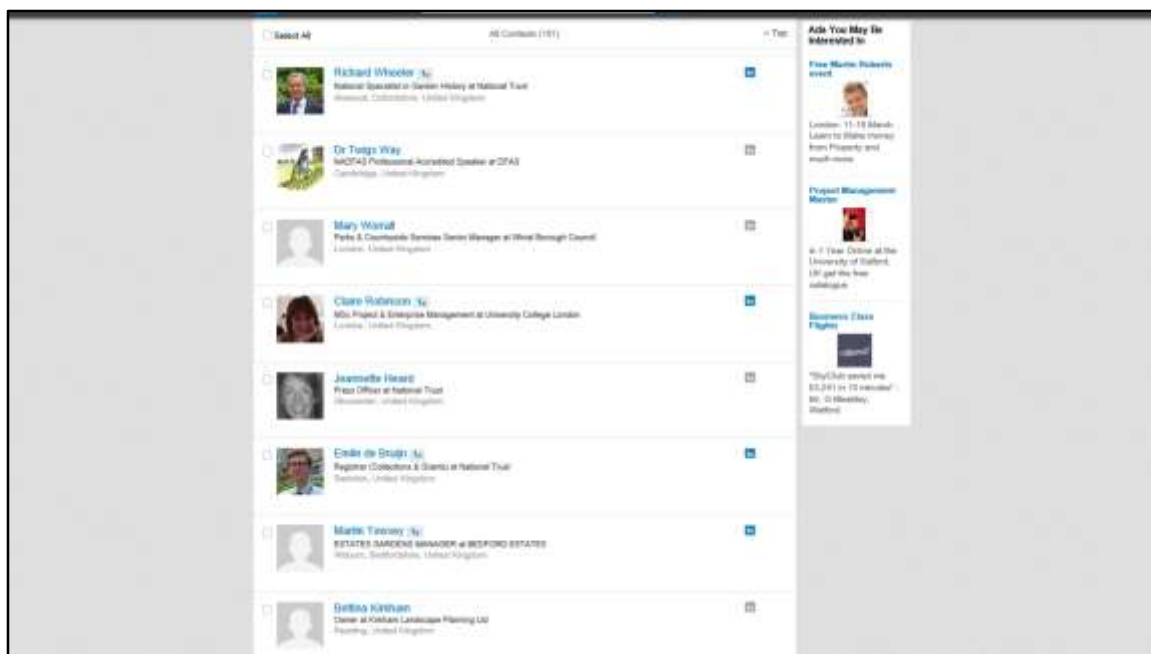


Make connections:

Top right hand corner of main screen has a 'People you may know' option – click on this and it brings up a lovely wall of people it thinks you may know, second guessing by your profile and, in time, your existing network of connections.

This changes all the time, so every now and again click into your account and scroll through

If you want to invite any of these people to connect with you (and be able to read your profile etc), click Connect. This sends them an invite which they may in due course decide to accept.



Looking at your network:

If you click on the network button at the top, you get to scroll through everyone who is currently in your network. You can click on any of them to see their profile.

You can build up a really useful list of contacts, whom you probably have a bit of a connection to in real life, but not enough to previously pick up the phone and call on a first name basis – ie garden historians, National Trust staff, estate managers, local authority staff, other CGT folk

Twitter: @leapthehaha

Facebook: www.facebook.com/historiclandscapeproject

Historic Landscape Project

Whether or not you set up your own social media presence, do at least find the Historic Landscape Project there. We are

Twitter: @leapthehaha

Facebook: www.facebook.com/historiclandscapeproject