Sharing Repton
Social Media Workshop

Planning, monitoring and building your audience

Susannah Charlton
Topics

1. Researching your audience
2. Social, e-newsletter or website?
3. Finding good content
4. Planning and scheduling
5. Building your audience
6. Monitoring what works
7. Q & A
1. Researching your audience

• Look at who’s active on social and has the audience you want
  • CGTs, local gardens, press, heritage orgs, gardeners...

• When are they active - will vary by platform & audience?

• What do they respond to - like, comment, share?

• How can you tell the audience you know that you’re on social?
2. Social, e-newsletter or website?

- **Social**
  - Public
  - For everyone
  - Little and often
  - Links to website
  - Engaging, transitory
  - Prompt for e-news
  - Prompt to join org

- **E-newsletter**
  - To individuals
  - Inside information
  - Regular (monthly?)
  - Links to website
  - Deeper engagement
  - Promote events
  - Volunteer requests

- **Website**
  - Public
  - News, reference
  - Event booking
  - Update regularly
  - Promote social
  - Sign up to e-news
  - Promote joining
3. Finding good content

• Who takes good photos?
• How can you get news from your trustees and members?
• Regular topics eg: events, join, what your Trust does, research info, parks, garden visit
• Think about anniversaries
• Use local news and events
• Plan ahead so that you have content in hand
4. Planning and scheduling: Facebook

Create posts and events in advance on Facebook and schedule them.
Twitter and Instagram

• Tweetdeck.twitter.com lets you schedule tweets and monitor activity & messages

• Instagram posts go live immediately - but you can still prepare them in advance
5. Building your audience

• Update regularly – same time/day if possible
• Interact, interact, interact (apologies to Tom Lehrer)
• Share/RT is good, comment is better (but don’t OD)
• Ask questions, engage in conversations, respond
• Post things that are endearing and will be shared
• Develop a consistent tone of voice/personality
• Watch who follows you and who their audience is
• Create posts to mention followers with lots of followers
• Be discriminating and remember it’s public
6. Monitoring what works: Facebook

• Facebook Insights
  • Views & reach are good
  • Engagement is better
  • Check response rate
  • Look at the trend: + or -?

• Instagram
  • Stats on page & post

• Twitter
  • Analytics.twitter.com

• Use bitly.com to track links
Instagram
Twitter

The Gardens Trust @thegardenstrust

28 day summary with change over previous period

<table>
<thead>
<tr>
<th>Tweets</th>
<th>17 ↑21.4%</th>
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<tr>
<td>Tweet impressions</td>
<td>18.7K ↑87.3%</td>
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<tr>
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<tr>
<td>Followers</td>
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Oct 2019 - 1 day so far...

TWEET HIGHLIGHTS

You haven’t Tweeted this month... yet

People who Tweet consistently throughout the month get higher engagement over accounts with intermittent posting. Try posting a photo, people like photos.

Compose a Tweet now

Top Follower followed by 163 people

Hannah
@hannah13
Heritage Consultant, Guide Leader, Cumbrian In Scotland, Knitter, Singer. Person behind @MethodistHerit. My tweets =My views

Twitter Analytics

Aug 2019 - 31 days

Top Tweet earned 1,266 impressions

Another busy week at the GT with planning consultations from across the country affecting historic designed landscapes. See #GTWeeklyList 08.38.2019 for proposals at West Wycombe Park; South Park, Darlington; Trent Park; Helesglade; Malling Court, and more bit.ly/2lwyvJv pic.twitter.com/HKQCw3hXIC

Top mention earned 53 engagements

We’ve teamed up with @thegardenstrust on a new short course: An Introduction to Garden History. From medieval, Tudor and Elizabethan gardens through to the 21st century.

Get a blossoming interest in gardens? Starts 9 Oct: bit.ly/2MPWv pic.twitter.com/Ojy4U5xw1

Top favorite earned 160 favorites

Want to discover more about Repton? Now you can with talks about his research, covering his early career.

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Questions?