



Sharing Repton Social Media Workshop

Introduction: why & where

Susannah Charlton

Questions

1. Why use social media?
2. What do you want to achieve?
3. Who do you want to reach?
4. Choosing the right channel:
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn
5. What is involved?
6. Keys to success

1. Why use social media?

1. Reach and engage a new, wider audience



Humphry Repton @HumphryRepton · May 6

Thank you @Suze_Carter for putting together such a fantastic #SharingRepton project with us @WarleyWoods1 - 7 months, 9 fantastic volunteers trained, and 420 people who have learnt about #HumphryRepton



2. Advertise events



Essex Gardens Trust @EssexGT · Sep 10

Our next event is open to all: An interactive introduction to garden history led by popular garden historian, David Marsh, followed by an illustrated talk. Refreshments available & free parking at [@WrittleOfficial](#) Writtle College. 28 September, 2pm.



Kent Gardens Trust @KentGardenTrust · Sep 13, 2016

Medway gardens are far more interesting than you might think. Find out more @ kentgardenstrust.org.uk/events/book/



Nottinghamshire Gardens Trust

16 September at 10:13 · 🌐

Hope to see some friends of Notts GT at this year's Assembly!



Tamsin McMillan ▶ **The Gardens Trust**

16 September at 10:12

Don't forget to book your ticket for this year's Historic Landscapes Assembly, from the Gardens Trust. See below for our fantastic line-up.



RITE.CO.UK

c Landscapes Assembly

16th annual, national networking forum from the Gardens...



Welsh Historic Gardens Trust

28 September at 20:30 · 🌐



WM Longreach

27 September at 19:40 · 🌐

👍 Like Page

This historic landscape is really starting to take shape now 😊

3. Share local news and tell people what you're doing



LPGT @LDNGardensTrust · Jul 22

Some [#winning](#) photos for [#GHChallenge2019](#) will be published in the journal, London Landscapes - one of several [#prizes](#) on offer on activity sheets + send us your best [#photos](#). Full details ow.ly/655o50v7xlt

Part of [@LondonNPC](#). Find it, Photo it, Share it!



↻ 3

♥ 5

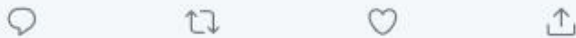


4. Raise awareness of historic gardens and landscapes



Oxfordshire Gardens Trust @OXGardensTrust · Mar 25

These fanciful evergreen hedges add interest and structure in the off-season at Claydon House.



The Gardens Trust @thegardenstrust · Sep 27

#GTWeeklyList26.09.2019 Buildings and landscape alterations, trees, classrooms, new housing, car parking. Just a few of the projects on our historic parks and gardens. See what's happening this week. It's anywhere near you bit.ly/2IKe5qm



5. Get support for threatened landscapes



Lancashire Gardens Trust

26 September at 11:44 · 🌐

Bolton council approved the application by Peel to build a championship golf course and 300 houses within the Grade II Hulton Park, recently discovered to have been designed by William Emes. Approval was also given for the building of 1,000 houses on the adjacent fields. All lies in Green Belt.

The residents' group HEART have engaged a barrister Peter Dixon from Manchester, also Expert Witnesses Jackie Copley of CPRE and Chris Gallagher, planning consultant for The Gardens Trust and expert on Emes landscapes.

It would be good to have a large attendance - do your best!

Public Inquiry - 1st Oct to 11th Oct

**YOUR LAST
CHANCE TO SAVE
HULTON PARK**



2. What do you want to achieve?

- Attract new members or volunteers?
- Engage existing members?
- Raise awareness of what your CGT does?
- Involve younger people in your work?
- Campaign for threatened landscapes?
- Get support from local residents?
- Fill your events?
- ???

3. Who do you want to reach?

- Go to your audience – they won't come to you
- Adjust posts for different audiences
 - Photos and quirky info for existing members
 - Hard-hitting news style for campaigning
 - 'Look what you missed' to lure new members
- Think about links and building relationships
- Do you need to change what you do in order to attract the audience you want?

4. Choosing the right channel

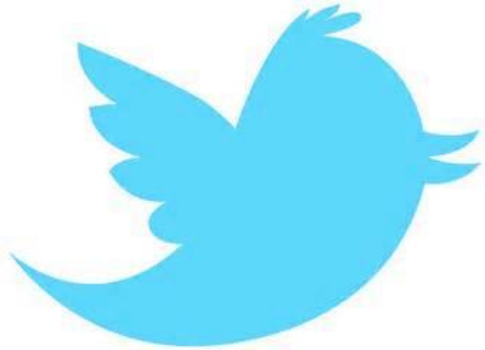
facebook.

- Friendly, engaging, group-oriented
- Engage members and your community
- Good for news, events, and interesting or quirky stories
- Post a photo, paragraph and weblink once a week
- Can set up posts in advance
- ‘Like’, comment or share to build network
- Page best for outreach, group for sharing content
- Settings control public access, FB controls newsfeeds
- Largest platform: 2.4 billion users monthly



Instagram

- Immediate, involving, visual
- Engage new and younger people with great photos
- Good for raising awareness of historic gardens and landscapes and attracting a wider audience
- Post photo(s) plus a paragraph and hashtags #
- Can't plan ahead
- Huge audience: 1 billion users monthly



Twitter

- Open, topical, campaigning
- Reach new audiences
- Good for campaigns, news and announcing events
- Post short messages with photo and weblink often
- Can set up tweets in advance
- 'Follow', comment or re-tweet to interact
- Use # to help people find your posts and @ to tag others
- Follow and interact with others to build network
- Large audience: 330 million users every month



- Professional, networking, promotional
- Contact others in your field
- Good for promoting your work and getting help
- Post updates, questions or relevant news pieces
- Search for new contacts in the network of those you know
- Like, comment and share posts by others to build network
- Can message people who have the expertise you need
- Large audience: 260 million users every month

Platforms for different needs

- **Public**

Pinterest: good for design/lifestyle inspiration

- **Private**

Communicating within a group (eg. trustees)

- Google for sharing calendar or documents
- WhatsApp to inform/ask a group quickly

Communicating with individuals

- Messenger (Facebook) or Direct Message (Twitter)
- WhatsApp

5. What is involved?

- A volunteer to update your account regularly
 - An hour or so to set up account
 - Half an hour a week to post a story
 - Ten minutes a day to check activity and retweet/respond
- CGT contacts to update volunteer and provide content
- Photographs (& written/email permission to use them)
- Stories: news, events, quirky information, updates from other relevant organisations
- Tags to help people find your posts
- Link to website for more information or booking

What do you want to say about your organization?

The image shows the Twitter profile of the C20 Society. On the left is a navigation menu with icons for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More, along with a 'Tweet' button. The profile header includes the C20 Society name, a verified badge, and a bio: 'The charity campaigning for Twentieth Century architecture. Join or donate to help protect the best C20 buildings (Dunelm House, Durham, at risk)'. It also lists the location as UK, the website c20society.org.uk, and the date joined as November 2011. The profile shows 577 following and 14K followers. A recent tweet is visible, featuring a photograph of a modern building and the text 'Auf wiedersehen, Walter! Why Britain booted out the Bauhaus'.

The image shows the Facebook page for The Victorian Society. The header features the organization's logo, a cover photo of a park scene, and a mission statement: 'championing Victorian and Edwardian buildings in England and Wales. Our Conservation Advisers help local planning authorities and churches to make better decisions about adapting Victorian and Edwardian buildings to the way we live now while keeping...'. Below the header are buttons for 'Like', 'Follow', 'Create Fundraiser', 'Learn More', and 'Send Message'. The 'About' section includes a map with a 'FIND US' popup showing the address '1 Priory Gardens, London, United Kingdom', the website 'm.me/thevicsoc', and the phone number '020 8994 1019'. The 'ADDITIONAL CONTACT DETAILS' section lists 'media@victoriansociety.org.uk' and 'http://www.victoriansociety.org.uk'. The 'MORE INFO' section contains an 'About' paragraph, a statement about the charity's reliance on member support, and a note that it is a 'Charitable organisation - Non-profit organisation'. The 'STORY' section features a photo of a group of people and the text 'Our Story' followed by a paragraph about the charity's aims, including 'CONSERVING: to save Victorian and Edwardian buildings or groups of buildings of special'.

Have you got the right photo and message for your profile?

Consistent username and branding? Statement about your trust?

Do you change your header periodically to keep it topical?

The image displays two Facebook profiles side-by-side for comparison. The left profile is for 'Lancashire Gardens Trust' and the right is for 'Bedfordshire Gardens Trust'.

Lancashire Gardens Trust Profile:

- Profile Picture:** A circular image showing a landscape with trees and a building.
- Header Image:** A close-up photograph of several large, white, double-flowered azalea flowers with pinkish centers.
- Username:** Lancashire Gardens Trust
- Navigation Menu:** Home, About, Photos, Events, Posts, Community.
- Post:** A post with a text overlay: "Public Inquiry - 1st Oct to 11th" and "YOUR LAST CHANCE TO SAVE HULTON PARK".
- Community Section:** Shows 81 likes and 87 followers.
- About Section:** Includes a website link: www.lancsgt.org.uk.

Bedfordshire Gardens Trust Profile:

- Profile Picture:** A circular image showing a landscape with trees and a building.
- Header Image:** A decorative banner with the text "Bedfordshire Gardens Trust" in a serif font, set against a light green background with a dark border.
- Username:** Bedfordshire Gardens Trust (@BedsGT)
- Navigation Menu:** Home, About, Photos, Events, Posts, Community.
- About Section:** Includes contact details: m.me/BedsGT, secretary@bedsgardenstrust.org.uk, and <http://bedsgardenstrust.org.uk>. It also contains a paragraph of text: "Bedfordshire Gardens Trust, formed in 2005, is one of the County Trusts affiliated to the Association of Gardens Trusts, working with garden owners, local authorities and the community in order to care and protect the county's parks and gardens." and category tags: "Community · Gardener · Public garden".



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Winchester, Hampshire



hampshiregardenstrust Hampshire Gardens Trust have recently suggested a new planting scheme & provided the funding for a new notice board at Home Nursery Green in Winchester, a small community garden tucked away behind Hilliers Garden Centre. A lot of work has been done bringing this small park back to life. Councillor Liz Hutchison, who played a huge part in overseeing the regeneration of the park officially 're-opened' it with many local residents attending, members of Hampshire Gardens Trust & Sir Robert & Lady Hillier, whose family once owned the land the park sits on. Access is via a side lane beside the garden centre. Why not pay it a visit & enjoy the peace & quiet this beautiful little park brings



33 likes

SEPTEMBER 9

Log in to like or comment.



Essex Gardens Trust

@EssexGT Follows you

EGT shares its love of gardens and landscapes, their design, making, history and the stories that surround them; and it works to foster that love in others

Essex, UK essexgardenstrust.org.uk Joined February 2019

73 Following 46 Followers

Followed by Mark Lane, Kent Gardens Trust, and 6 others you follow

Tweets Tweets & replies Media Likes

Essex Gardens Trust Retweeted



In_MemoriAm @In__MemoriAm · Sep 22

R.I.P. Lady Anne Sophia BERRY, née Walpole (1919-2019), English-New Zealand horticulturist who founded Rosemoor Garden. She offered the garden to the Royal Horticultural Society in 1988. Also created the Homestead Garden of Hackfalls Arboretum in Tiniroto, NZ.

[@rhs_rosemoor](https://twitter.com/rhs_rosemoor)



Oxfordshire Gardens Trust

@OXGardensTrust Follows you

The Oxfordshire Gardens Trust (OGT) promotes the understanding, enjoyment and protection of Oxfordshire's parks and gardens.

Oxford, England ogt.org.uk Joined July 2018

21 Following 34 Followers

Followed by BucksGardensTrust, Avon Gardens Trust, and 5 others you follow

Tweets Tweets & replies Media Likes



Oxfordshire Gardens Trust @OXGardensTrust · Sep 18

Excited about our first lecture of the Autumn season: 'Cliveden and Ditchley: a case of relative values?' by Helen Langley on 20th September 2019 [@KelloggOx](https://twitter.com/KelloggOx) starting from 6:30 pm for meet and greet to 7:00 pm for the lecture. [@thegardenstrust](https://twitter.com/thegardenstrust) [@bucksgardens](https://twitter.com/bucksgardens)

1 2

6. Keys to success

1. Post regularly
2. Use a picture
3. Think about what will engage people: a great photo, a quirky story, a challenge, a moving appeal, a question to answer
4. Include a link: book an event, sign a petition, become a member, visit your website
5. Answer messages or questions
6. Network with like-minded people/groups

Did I say, use a picture?



hampshiregardenstrus • Follow ...
Sir Harold Hillier Arboretum and Gardens

usual lunchtime stroll. I'll never tire of seeing this wonderful border!
#hampshiregardens #hilliersarboretum #hilliersgardens #beautifulgarden #beautifulborders #hampshire #hampshirecountycouncil #hampshireblogger #hampshiregardenstrust

9w



southdownsbnb Beautiful

9w Reply



evie.winter How lovely to have this as a regular stroll!

9w Reply

— View replies (1)



50 likes

JULY 23

Log in to like or comment.



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