



# Sharing Repton Social Media Workshop

Planning, monitoring and building your audience

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# 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



YorkshireGT  
@YorkshireGT

Budding young gardeners aged 3 to 10 years: help the gardens' staff [@NTBeningbrough](#) every Monday in August; YGT vols will support too but please bring a well behaved adult with you. Tku for this fab review from last Monday! [#gardens](#) [#families](#) [#yorkshire](#) [bit.ly/31owfx0](https://bit.ly/31owfx0)

11:16 PM · Aug 10, 2019 · [Twitter Web App](#)



LPGT @LDNGardensTrust · Jul 25

Take the Green Heritage Challenge in Hyde Park - cool off in the Lido! Win prizes for posting photos of challenge with [#GHChallenge2019](#) - also Insta: [/londonparksandgardenstrust](#) [ow.ly/cOho50vbcZq](https://ow.ly/cOho50vbcZq) [@LondonNPC](#) [@theroyalparks](#) [@TheHydeparkcafe](#) Image: Gary Knight (CC BY 2.0)



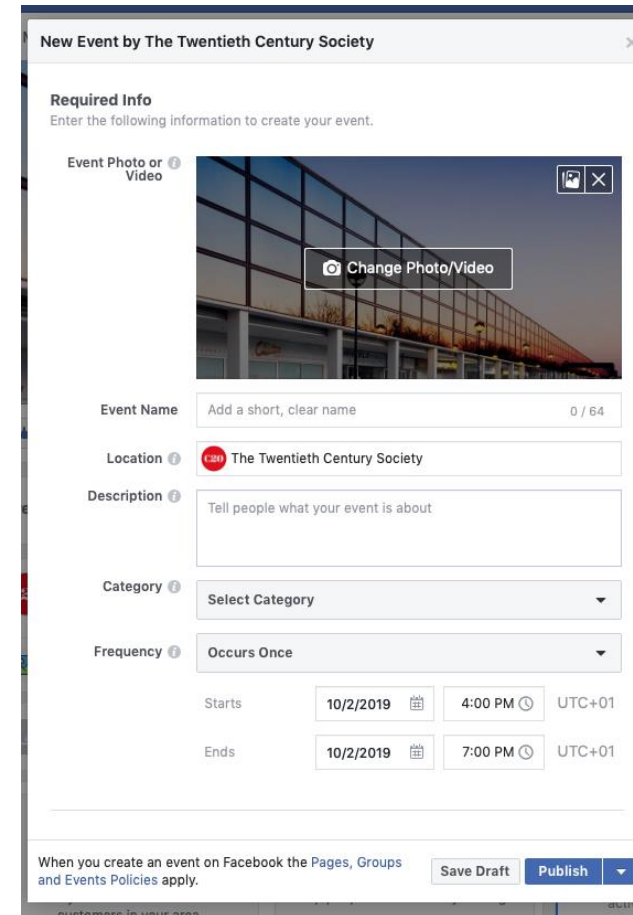
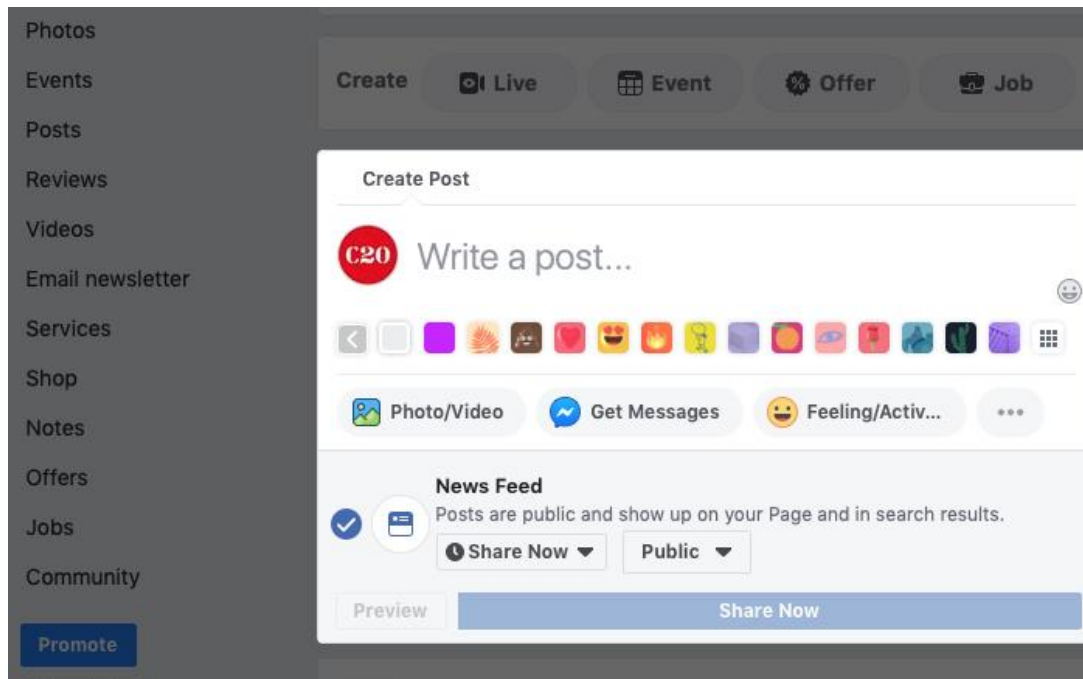
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# 4. Planning and scheduling: Facebook

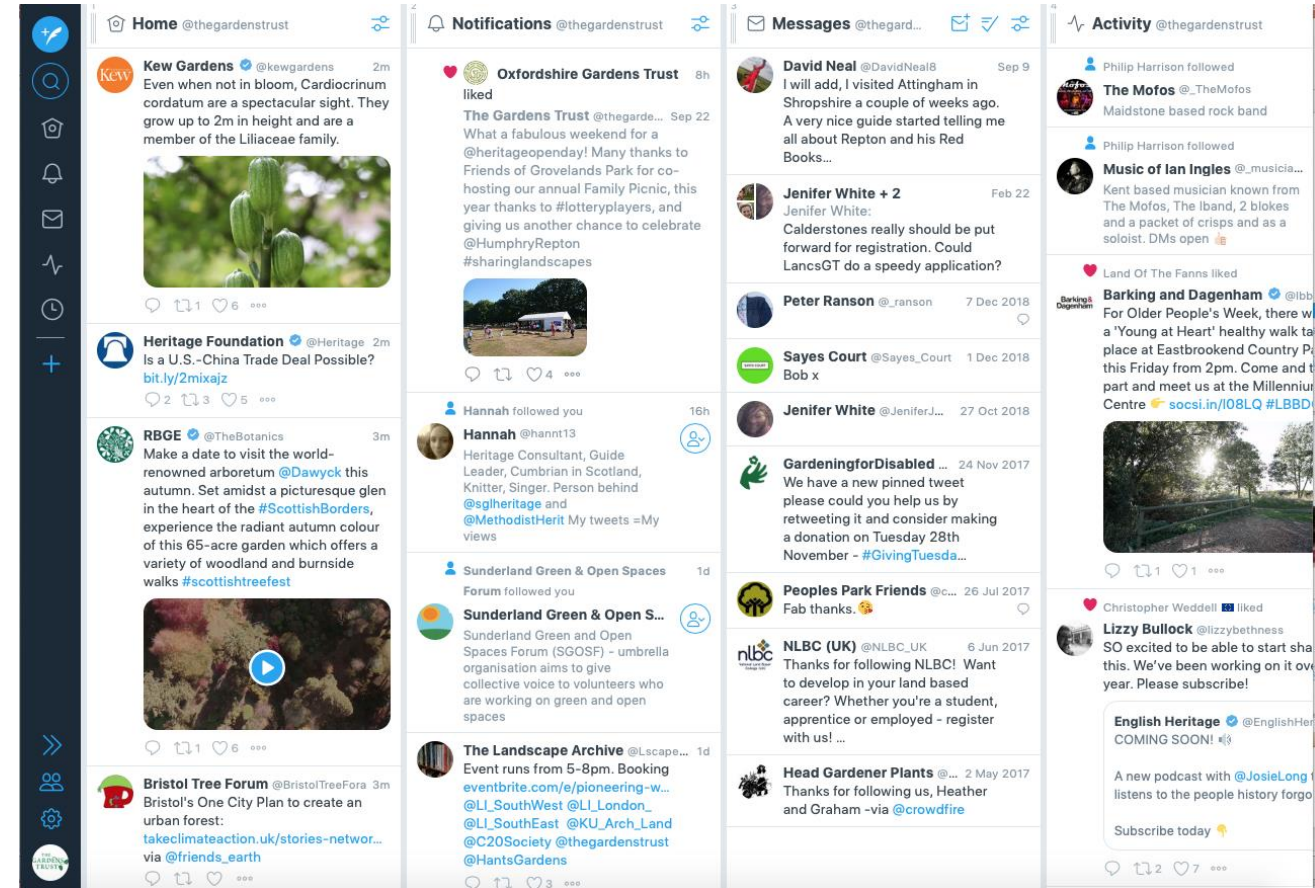
Create posts and events in advance on Facebook and schedule them





# 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



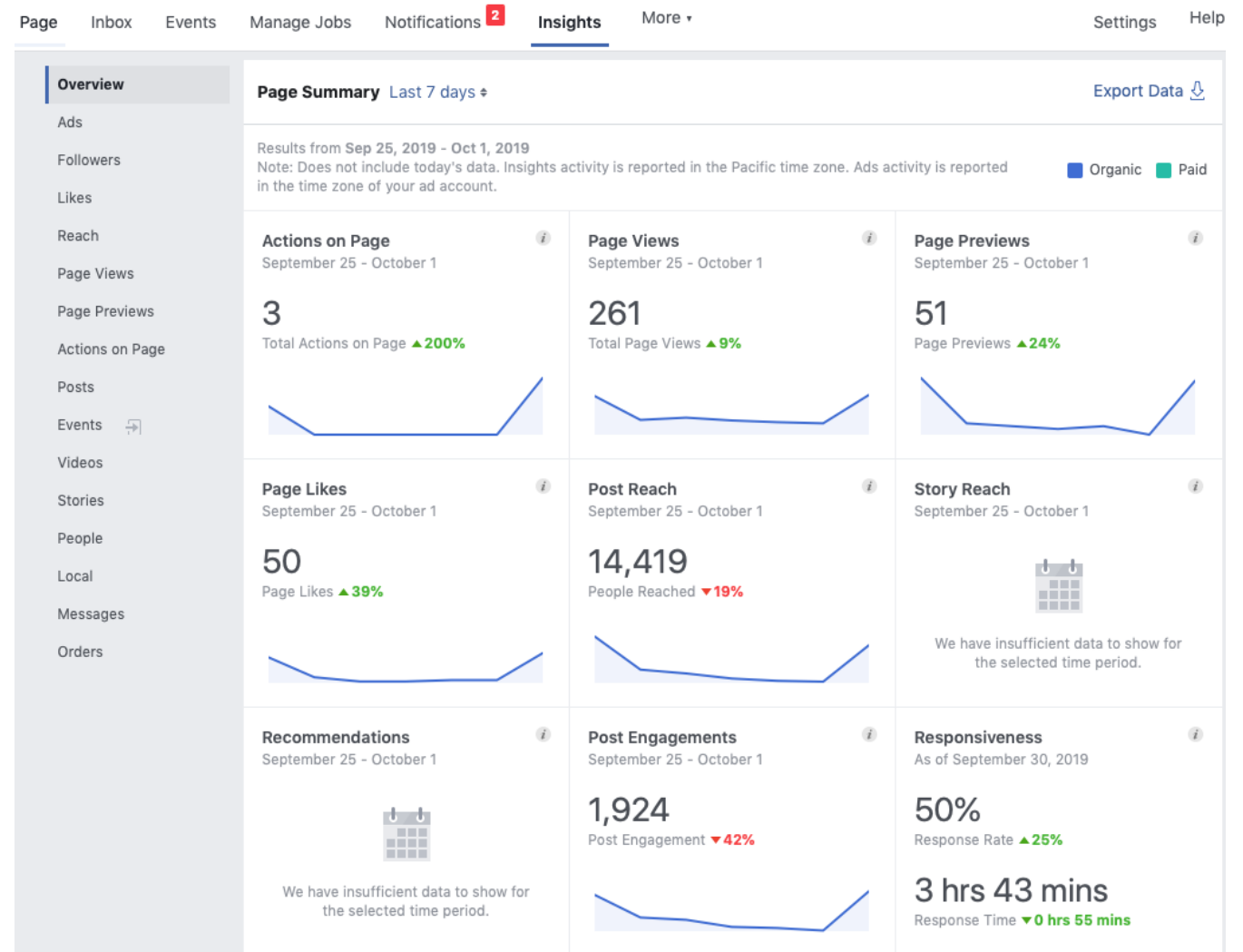
## 5. Building your audience

- 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

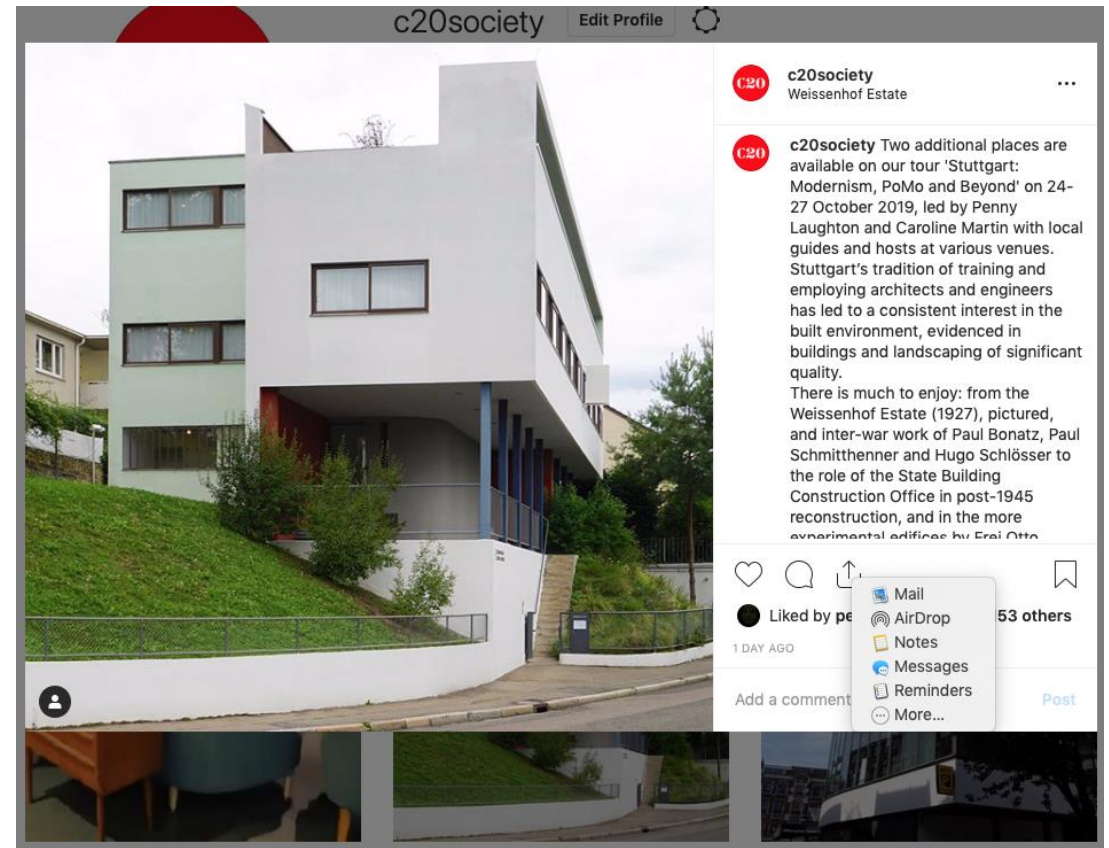
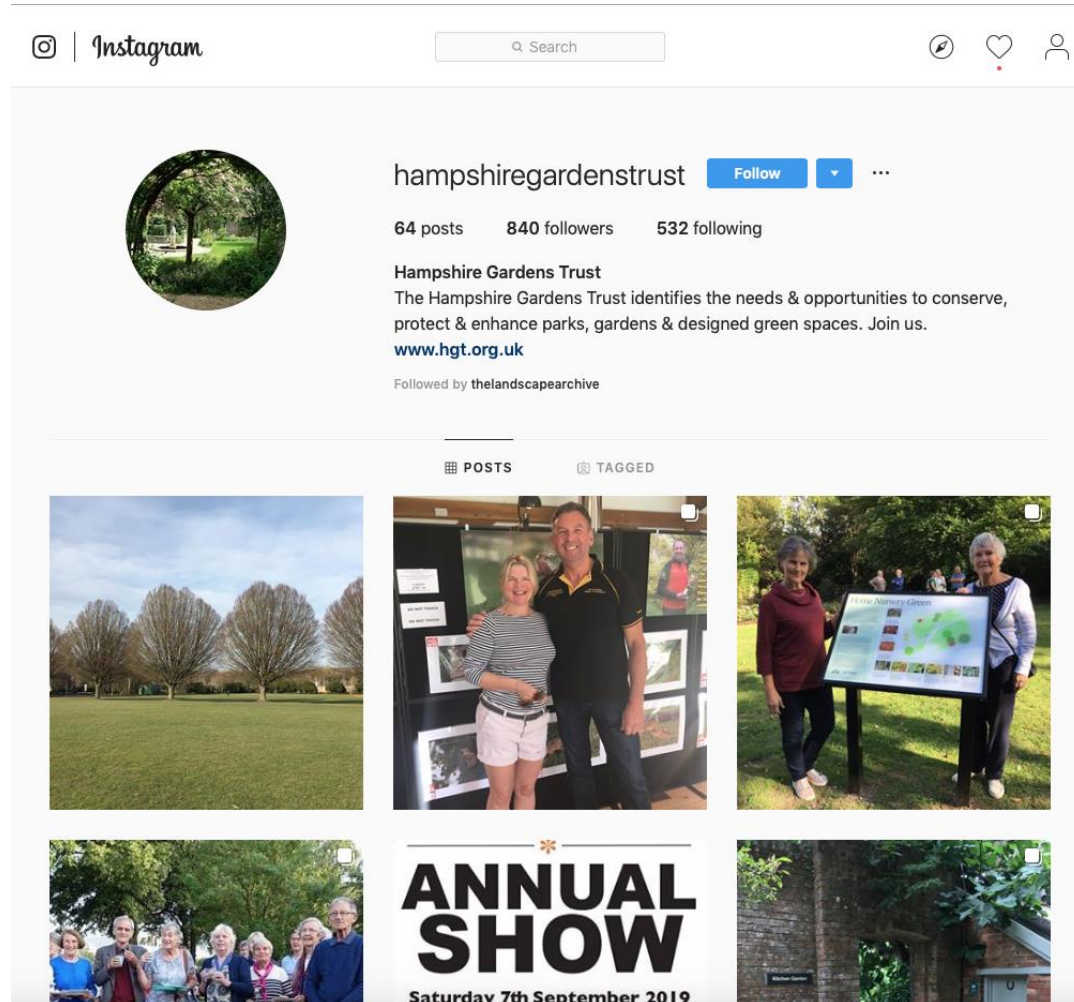


# 6. Monitoring what works: Facebook


- 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

Account home

**The Gardens Trust** @thegardenstrust

**28 day summary** with change over previous period

Tweets  
17 ↑21.4%

Tweet impressions  
18.7K ↑87.3%

Profile visits  
474 ↑24.1%

Mentions  
25 ↑47.1%

Followers  
1,532


**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



**Tweets with photos get noticed**

It's true. Tweets with images **drive more engagement** and generate more responses.


[Learn how to share a photo](#)

**Get your Tweets more people**

Promoted Tweets and reach on Twitter to mo

Get started


**Top Follower** followed by 163 people



**Hannah**  
@hannt13 FOLLOWS YOU

Heritage Consultant, Guide Leader, Cumbrian in Scotland, Knitter, Singer. Person behind @sglheritage and @MethodistHerit My tweets =My views

**Analytics** Home Tweets Audiences Events More ▾


The Gardens Trust ▾  [Sign up for Twitter Ads](#)

**Aug 2019** • 31 days

TWEET HIGHLIGHTS

**Top Tweet** earned 1,260 impressions


Another busy week at the GT with planning consultations from across the country affecting historic designed landscapes. See [#GTWeeklyList](#) 08.08.2019 for proposals at West Wycombe Park; South Park, Darlington; Trent Park; Hesleyside; Mallory Court, and more [bit.ly/2Ktwy3V](#) [pic.twitter.com/HKJCW2XItC](#)




3 4

[View Tweet activity](#) [View all Tweet activity](#)


**Top mention** earned 53 engagements

 **Garden Museum**  
@GardenMuseumLDN · Aug 2

 Announcement!

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.

Got a blossoming interest in gardens?  
Starts 9 Oct: [bit.ly/2MtPVvi](#)  
[pic.twitter.com/ClykU4Suw1](#)




1 5 7

[View Tweet](#)

**Top media Tweet** earned 957 impressions

Want to discover more about Repton? Now you can watch talks about new research, including Repton, Shildon on the

**Top Follower** followed by 18.6K people



**ASHART**  
@PaintingsofUK FOLLOWS YOU

**AUG 2019 SUMMARY**

Tweets	8	Tweet Impressions	9,285
Profile visits	411	Mentions	24
New followers	Currently unavailable		

**OCT 2019 SUMMARY**

Tweet Impressions

56



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Questions?