

Social Media: Why and Where



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

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



2. Advertise events

 **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.



EVENTBRITE.CO.UK
Historic Landscapes Assembly
The fourth annual, national networking forum from the Gardens...

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 **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.



Garden History in 10 Objects, led by David Marsh
At the Main Hall, Writtle University College, Chelmsford, Essex, on Saturday, 28th September from 2.00 -4.30pm. Discover centuries of ...
eventbrite.co.uk

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 **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/



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



LPGT @LDNGardensTrust · Jul 22

Some [#winning](#) photos for [#GHChallenge2019](#) will be published in our journal, London Landscapes - one of several [#prizes](#) on offer! Download activity sheets + send us your best [#photos](#). Full details:

ow.ly/655o50v7xlt

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



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 🤔

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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, marquees, trees, classrooms, new housing, car parking. Just a few of the pressures on our historic parks and gardens. See what's happening this week and if it's anywhere near you bit.ly/2lKe5qm



5. Get support for threatened landscapes



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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

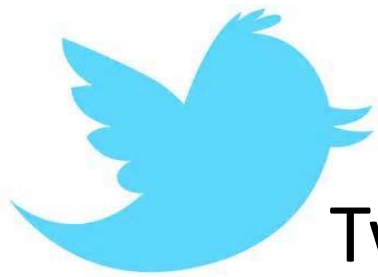
facebook.

- 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 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 others' networks
- Like, comment and share posts by others to build network
- Can message people who have expertise you need
- Large audience: 260 million users every month



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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](http://thegardenstrust.org) for more information or booking

What do you want to say about your organisation?

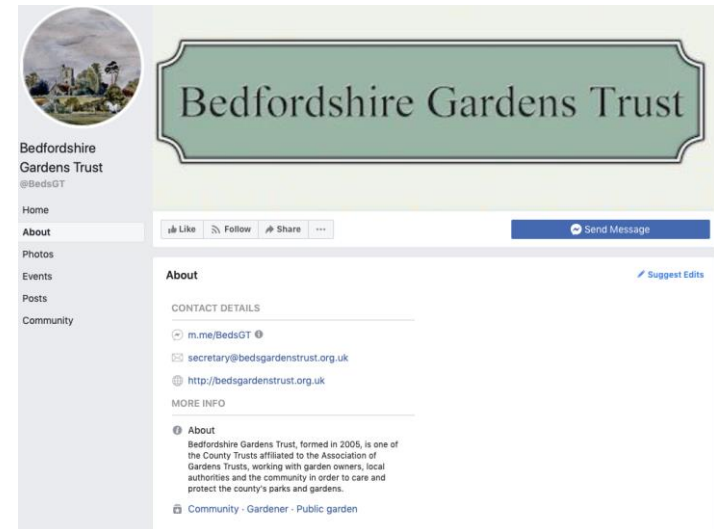
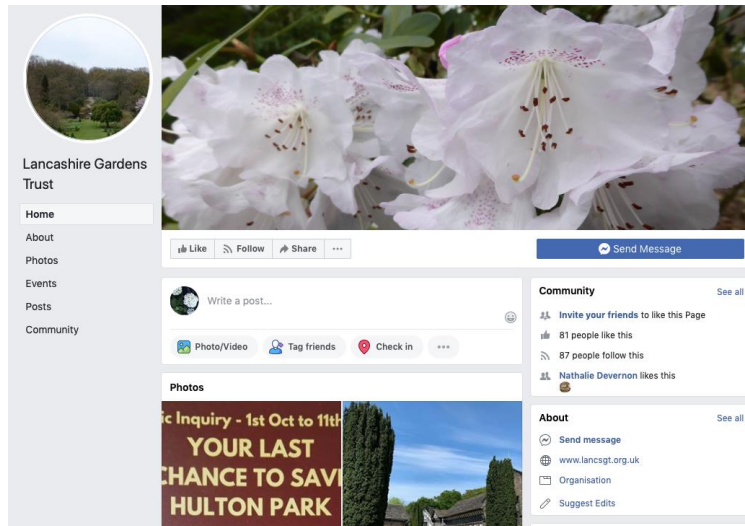


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The right photo and message for your profile

- Consistent username and branding?
- Statement about your trust?
- Do you change your header periodically to keep it topical?





hampshiregardenstrust • Follow ...
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.

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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 starting from 6:30 pm for meet and greet to 7:00 pm for the lecture. @thegardenstrust @bucksgardens

💬 1 ❤️ 2 📤




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](#)



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?



Susannah Charlton

September 2019, updated April 2020
with thanks to Lottery players



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