Social Media: Planning, Monitoring and Building your Audience





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 and audience?
- What do they respond to like, comment, share?
- How can you tell the audience you know that you're on social? THE GARDENS TRUST thegardenstrust.org





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



- 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



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

11:16 PM · Aug 10, 2019 · Twitter Web App

THE

GARD

TRU



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 @LondonNPC @theroyalparks @TheHydeparkcafe Image: Gary Knight (CC BY 2.0)



- Who takes good photos?
- How can you get news from your trustees and members?
- Regular topics: eg events, join, what you do, research, parks, visits
- Think about anniversaries
- Use local news and events
- Plan ahead so you have content in hand



4. Planning and scheduling

Facebook:

Create and schedule posts and events in advance



GARDENS TRUST





Twitter and Instagram

Tweetdeck.twitter.com lets you schedule tweets and monitor activity and 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 and reach are good
- Engagement is better
- Check response rate
- •Look at the trend: + or -?

Overview	Page Summary Last 7 days + Export Data 👌								
Ads									
Followers		ts activity is reported in the Pacific time zone. A	Ads activity is reported Organic Pai						
Likes	in the time zone of your ad account.								
Reach	Actions on Page	Page Views	Page Previews						
Page Views	September 25 - October 1	September 25 - October 1	September 25 - October 1						
Page Previews	3	261	51						
Actions on Page	Total Actions on Page 200%	Total Page Views 🔺 9%	Page Previews ▲24%						
Posts	/								
Events 🕀									
Videos									
Stories	Page Likes September 25 - October 1	Post Reach September 25 - October 1	Story Reach September 25 - October 1						
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	d and a	1,924	50%						
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	We have insufficient data to show for		3 hrs 43 mins						





6. Monitoring what works: Instagram

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Stats on page and post





Instagram

hampshiregardenstrust

I TAGGED

64 posts 840 followers 532 following

Hampshire Gardens Trust

Q Search

The Hampshire Gardens Trust identifies the needs & opportunities to conserve, protect & enhance parks, gardens & designed green spaces. Join us. www.hqt.org.uk

Followed by thelandscapearchive

POSTS







- ...











6. Monitoring what works: Twitter

- Analytics.twitter.com
- bitly.com to track links

Aug 2019 · 31 days				28 day summary with change over previous period					
VEET HIGHLIGHTS		AUG 2019 SUMMARY		Tweets					
p Tweet earned 1,260 impressions	Top mention earned 53 engagements	Tweets 8	Tweet impressions 9,285	17 121.4%	18.7K ↑87.3%	474 124.1%	25 147.1%	1,532	
ther busy week at the GT with planning sultations from across the country	Garden Museum @GardenMuseumLDN - Aug 2		0,200		Munn		- And		
ting historic designed landscapes. See WeeklyList 08.08.2019 for proposals at	Announcement!	Profile visits 411	Mentions 24	- Mr.	·······				
t Wycombe Park; South Park, ngton; Trent Park; Hesleyside; Mallory	We've teamed up with @thegardenstrust on a new short course: An Introduction to Garden History. From medieval, Tudor and	New followers Currently unavailable		Oct 2019 • 1 day so far					
rt, and more bit.ly/2Ktwy3V witter.com/HKJCW2XItC				TWEET HIGHLIGHTS				ADVERTISE ON TWITT	
	Elizabethan gardens through to the 21st century.			You haven't Tweet	ed this	Tweets with photos	get 💽	Get your Twee	
	Got a blossoming interest in gardens?			month yet		noticed	11	more people	
	Starts 9 Oct: bit.ly/2MtPVvi			People who Tweet consis	Children and Chi	It's true. Tweets with imag		Promoted Tweets a	
	pic.twitter.com/ClykU4Suw1			throughout the month get engagement over account	t higher its with intermittent posting. Try	engagement and generat	5.	reach on Twitter to	
The second se	- IA ANA BARA			posting a photo, people I	ike photos.	Learn now to share a pho	0	Get started	
₩4				Compose a Tweet no	w				
view all Tweet activity	Macron Bitter			2				OCT 2019 SUMMARY	
	A DECEMBER OF THE OWNER OWNER OF THE OWNER OWNE							Tweet impressions	
Follower followed by 18.8K people				Top Follower follo	owed by 163 people			56	
	View Tweet				VYYYY				
					TT TANK				
	Top media Tweet earned 957 impressions			LOB TT					
HART ntingsofUK FOLLOWS YOU	Want to discover more about Repton? Now you can watch talks about new research,								
	including Cénélis Obiolds on the			@hannt13 FOLLOWS YOU					
THE				Heritage Consultant, Guid	de Leader, Cumbrian in				
GARDE					Person behind @sglheritage y tweets =My views				





Susannah Charlton

September 2019, updated April 2020 with thanks to Lottery players





