

Social Media:

Planning, Monitoring and Building your Audience



thegardenstrust.org

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

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?



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

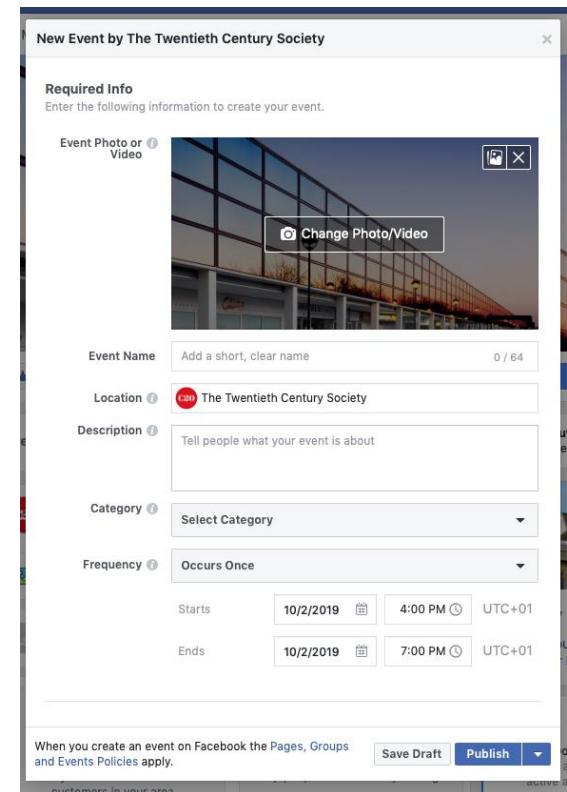
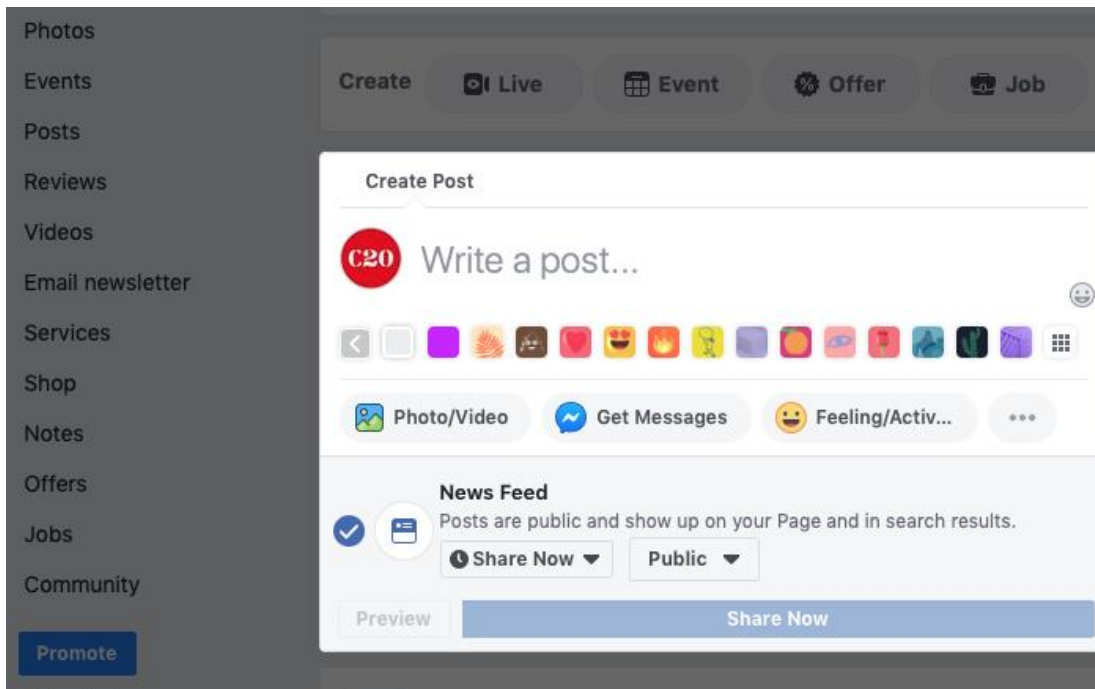


- Who takes good photos?
- How can you get news from your trustees and members?
- Regular topics: eg events, join, what you do, research, parks, visits
- Think about anniversaries
- Use local news and events
- Plan ahead so you have content in hand

4. Planning and scheduling

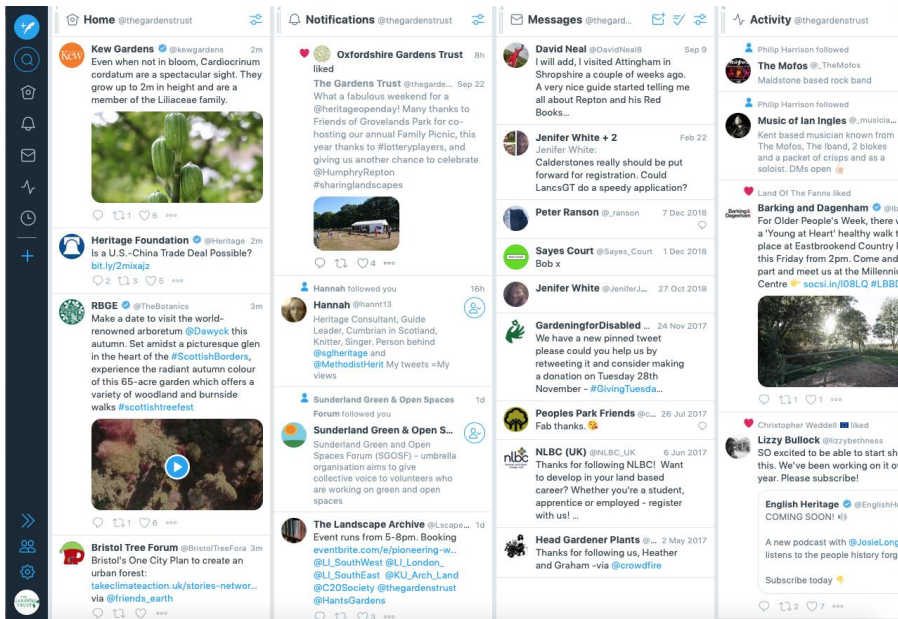
Facebook:

Create and schedule posts and events in advance



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

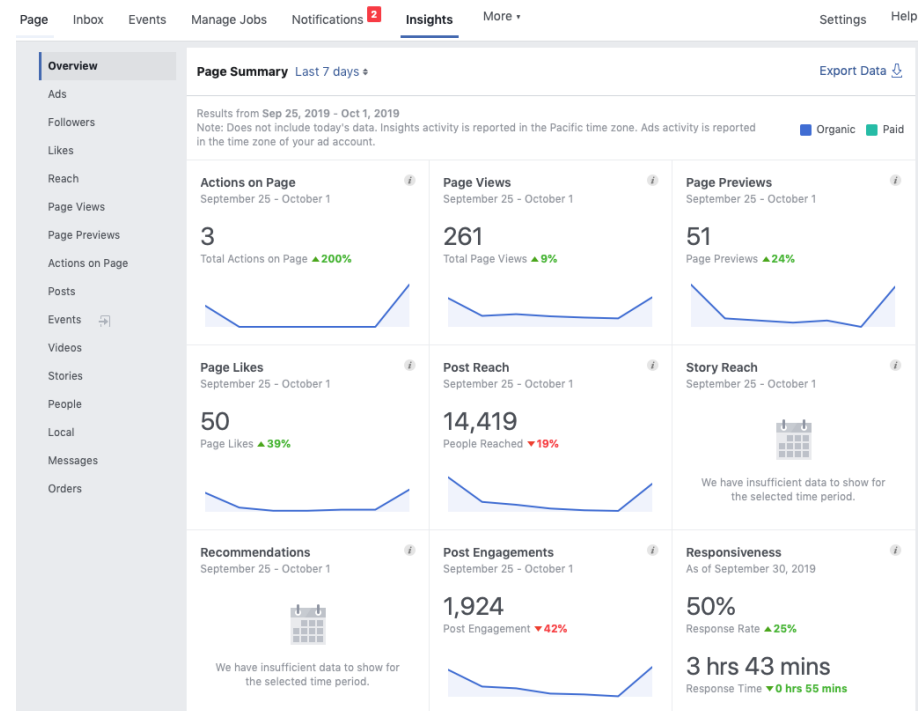
5. Building your audience

- 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

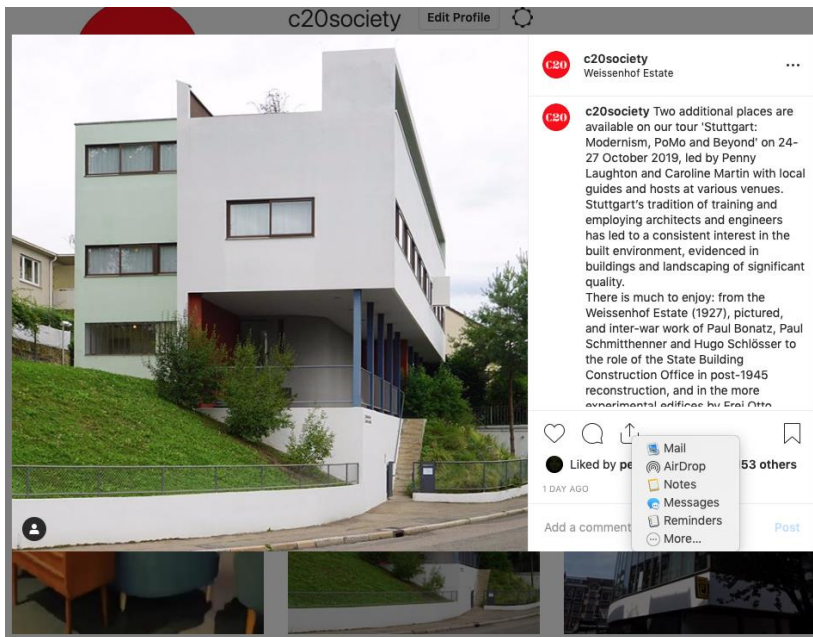
Facebook Insights

- Views and reach are good
- Engagement is better
- Check response rate
- Look at the trend: + or -?



6. Monitoring what works: Instagram

Stats on page and post



6. Monitoring what works: Twitter

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

The screenshot shows the Twitter Analytics interface for 'The Gardens Trust'. The top navigation bar includes 'Analytics', 'Home', 'Tweets', 'Audiences', 'Events', and 'More'. The main content area is for 'Aug 2019 · 31 days'. It features several key metrics and highlights:

- Top Tweet:** Earned 1,260 impressions. Text: "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/HKJCW2XtIC".
- Top mention:** Earned 53 engagements. From 'Garden Museum @GardenMuseumLDN · Aug 2'. Text: "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/2MtFPVl pic.twitter.com/ClykU4Suw1".
- Top media Tweet:** Earned 957 impressions. Text: "Want to discover more about Repton? Now you can watch talks about new research, including Repton's Children of the..."

Summary statistics for August 2019:

Metric	Value
Tweets	8
Tweet impressions	9,285
Profile visits	411
Mentions	24
New followers	Currently unavailable

The screenshot shows the Twitter 'Account home' page for 'The Gardens Trust @thegardenstrust'. It features a '28 day summary' with the following metrics:

- Tweets: 17 ↑21.4%
- Tweet impressions: 18.7K ↑87.3%
- Profile visits: 474 ↑24.1%
- Mentions: 25 ↑47.1%
- Followers: 1,532

Below the summary, there are sections for 'Tweets with photos get noticed' (with a 'Learn how to share a photo' link) and 'Get your Tweets more people' (with a 'Get started' button). The 'Top Follower' section highlights 'Hannah @hannt13' who follows the account.



Susannah Charlton

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with thanks to Lottery players



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