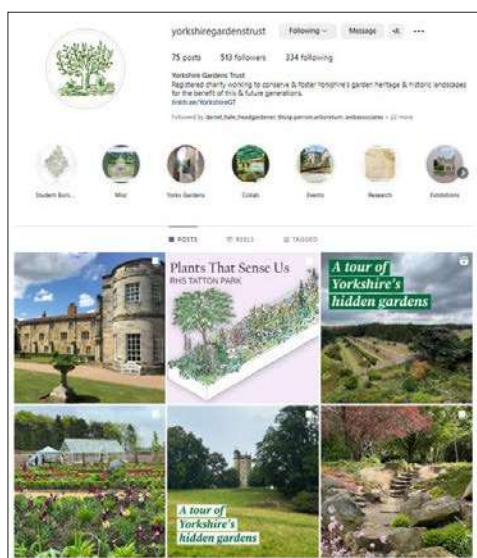


A Tour of Yorkshire's Hidden Gardens

A social media collaboration between YGT & The Gardens Trust

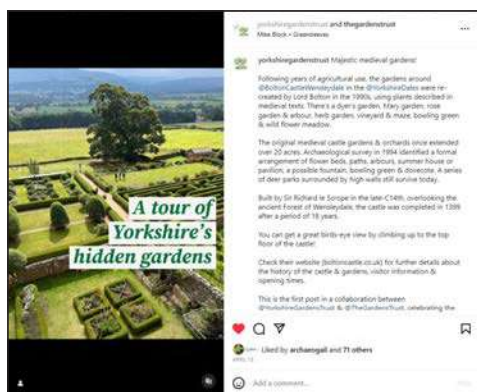
In the Spring of 2023 we tried something a little different with the YGT Instagram account. Bolstered by the success of a collaboration with Alistair Baldwin Associates on a short video of the garden he designed at Linton House, Richmond for our former treasurer Nigel Tooze and Chris Shaw, which has had over 17.3 thousand views, we partnered up with The Gardens Trust for a similar collaboration.

The idea for this arose following discussions with Frankie Taylor, Audience Development and Engagement Officer at The Gardens Trust, who has been holding sessions for County Gardens Trusts to promote wider use of social media.



Screenshot of part of the YGT Instagram profile grid showing some of the 'Yorkshire's Hidden Gardens' collaborative posts

The theme for the collaboration was 'A Tour of Yorkshire's Hidden Gardens', based on the five historic designed landscapes around Richmondshire that we visited as part of The Gardens Trust's Yorkshire Weekend event in early September 2022.



Screenshot from our first post about Bolton Castle – a reel video showing the reconstructed medieval gardens viewed from the top floor of the castle

During our visits to Bolton Castle, Aske Hall, Constable Burton, Temple Grounds and Bolton Hall, I had taken numerous photographs and short videos. The delegates' handbook for the September event contained detailed articles about each site, written by YGT members, who had also helped to organise the site visits (the Bolton Castle text was taken from their website: <https://boltoncastle.co.uk/yorkshire-gardens/>)

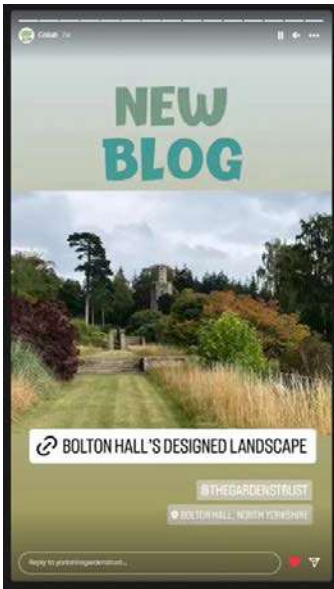


Screenshot of part of the article on the history of Constable Burton Hall and its Gardens from the YGT Research blog

So, we came up with a combined approach: weekly Instagram posts about each site at 5pm on Thursdays for 5 weeks over April-May 2023, plus a related blog that was released on the YGT website with the article content from the September weekend delegates' handbook, which we directed people to from the Instagram posts. The Gardens Trust was invited by YGT to collaborate on each post, meaning that once they pressed the button to accept, each post appeared jointly on both the YGT and GT Instagram accounts, in both of our names, reaching both of our audiences, and beyond.



Screenshot of part of The Gardens Trust Instagram profile grid showing some of the collaborative posts, appearing identical to those on the YGT Instagram site



Screenshot from our second post about Aske Hall's designed landscape, a carousel post, which features images of an historic engraving, painting, map as well as current photographs

From the statistics available via Instagram, whilst we did not reach the 17k+ views of the Linton House reel, we did reach a total of 3721 people, 1391 of whom were not already followers of our accounts, and we had 376 likes. This is a far higher number of people than are members of YGT, and we know we are reaching a more diverse audience, in terms of location, not just Yorkshire, but also as far afield as Europe and the USA and Canada, and age range, from 18 to 65+, the largest percentage falling within the 35-54 age group.

So, all in all, a resounding success, and one that we hope to repeat in future collaborations. If you would like to see the research blogs on our website, follow this link: <https://www.yorkshiregardenstrust.org.uk/research/blog>

If you are on Instagram, do follow us on @yorkshiregardenstrust and The Gardens Trust on @thegardenstrust

Gail Falkingham

