



Historic England

24th February 2023

Digital Engagement Training

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The logo for The Gardens Trust, featuring the text 'THE GARDENS TRUST' in a green serif font, with a green vine and two leaves extending from the right side of the word 'TRUST'.



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You'll be creating and evaluating your own social media campaign

- **Session 1** – Why social media? How to use Instagram, a basic guide.
- **Session 2** – Exploring what makes engaging content and beginning to plan your own campaign.
- **Session 3** – Creating content and basic social media analytics
- **Delivering your own campaign at your CGT**
- **April (TBD)** – Practical session in-person (possibly involving learning how to create videos and practical troubleshooting)
- **May (TBD)** – Celebration sharing event with other CGT's

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Session 1 – Introduction to social media and Instagram

- What is social media and why use it?
- Setting up an Instagram account
- Learning to use Instagram through practical tasks
- Questions & homework!

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What is social media?

- Originally a way of keeping in touch with friends and family
- Now used by organisations and businesses to advertise and reach more supporters
- Includes websites and apps on your phone



Social Media

['sō-shal 'mē-dē-ə]

A computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities.

 Investopedia

investopedia / Julie Bang

<https://www.investopedia.com/terms/s/social-media.asp>

Social media quiz!

- **How many people use social media globally each year?**
- *A: over 4.7 billion (up from 4.6 billion last year)*
- **How much time on average does someone spend on social media each day?**
- *A: 2.5 hours*
- **Which social media platforms are the most popular?**
- *A:*



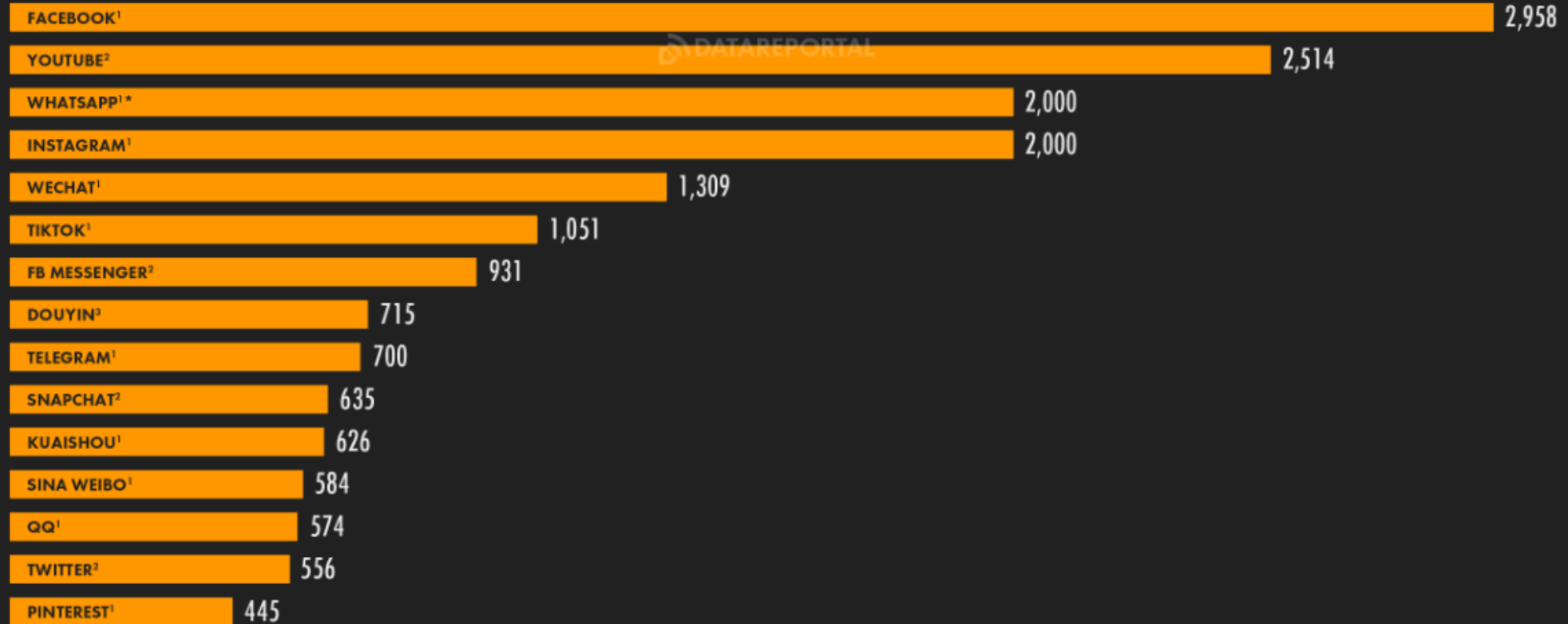
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THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



GLOBAL OVERVIEW



182

SOURCES: KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) ANALYSYS.CN. **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES ARE LESS REPRESENTATIVE. BASE CHANGES AND METHODOLOGY CHANGES IN SOURCE DATA MEAN THAT FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

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BRAND RESEARCH BY SOCIAL PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH PLATFORM AGED 16 TO 64 WHO USE EACH PLATFORM TO FOLLOW OR RESEARCH BRANDS AND PRODUCTS



AT LEAST ONE OF THESE 8 PLATFORMS

82.7%

INSTAGRAM

60.9%

FACEBOOK (INC. MESSENGER)

55.2%

PINTEREST

38.1%

TWITTER

37.9%

TIKTOK

37.5%

REDDIT

30.6%

LINKEDIN

27.1%

SNAPCHAT

23.2%

191

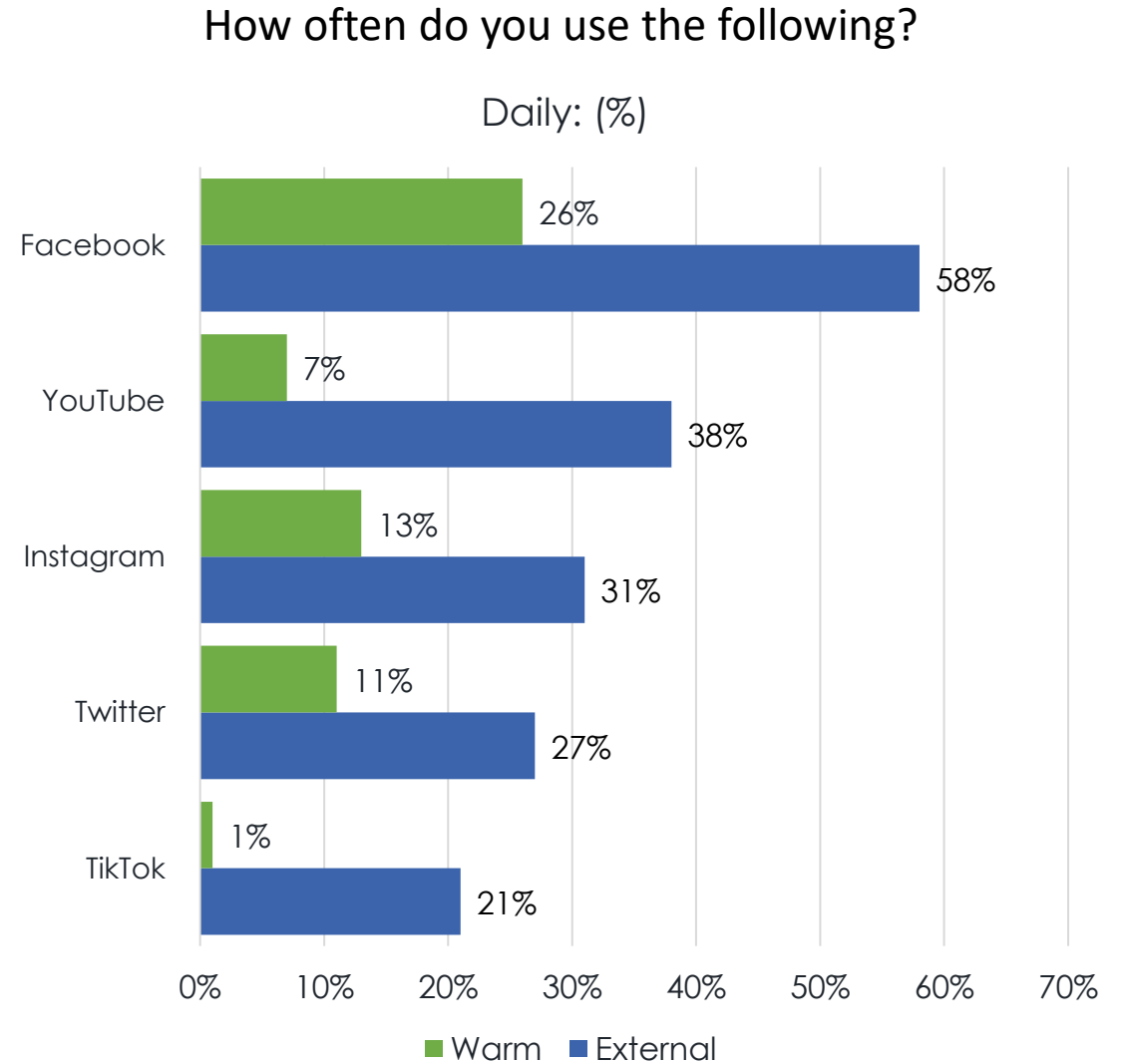
SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE USED EACH RESPECTIVE SOCIAL MEDIA PLATFORM AT LEAST ONCE IN THE PAST 30 DAYS, AND WHO ALSO SAY THAT THEY USE THAT RESPECTIVE PLATFORM TO FOLLOW OR FIND INFORMATION ABOUT PRODUCTS AND BRANDS. DOES NOT INCLUDE DATA FOR USERS IN CHINA.

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Why is social media useful for us?

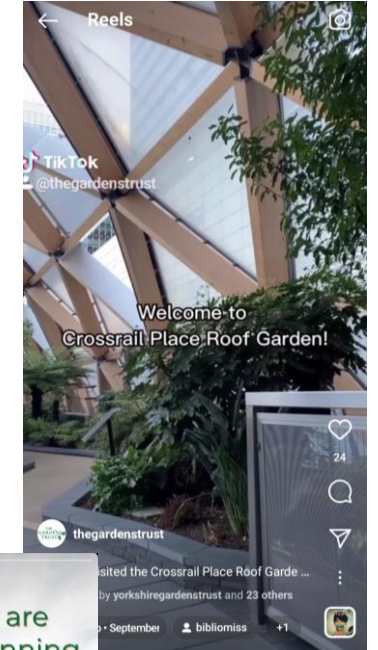
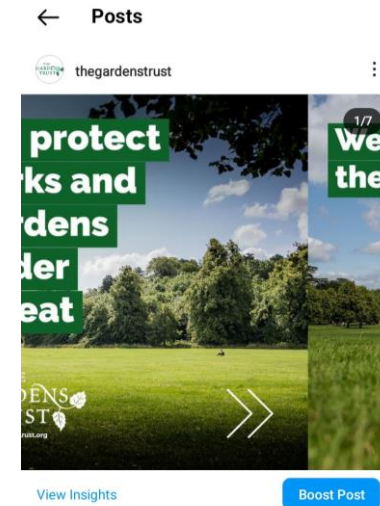
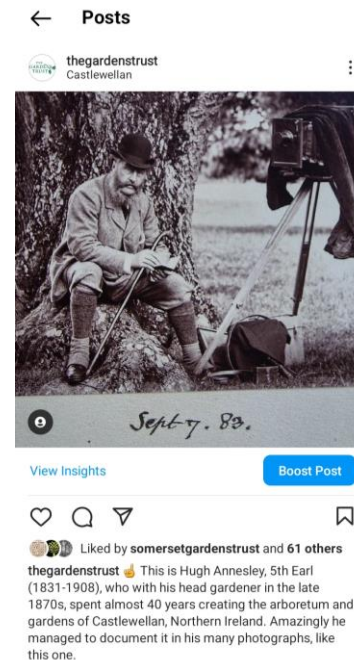
- Sharing our mission and purpose
- Engaging and updating our current supporters
- *Essential* to reaching out to new potential supporters, organisations and partners



Source: Beautiful Insights Online Study November 2021 (part of The Gardens Trust's lottery funded market research)

Instagram: an overview

- Platform for sharing photos and video content
- Post types:
 - Single photos
 - Multiple photos (carousel)
 - Reels (videos)
 - Stories
- You can even broadcast live to your followers
- Potential to engage younger audiences
- Create more interesting, engaging content using video and visual media





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TASK – Using Instagram

1. Set up (or add) a new Instagram account
2. Edit your profile info and add a profile picture
3. Switch to a professional account
4. Find 10 other accounts to follow
5. Follow 5 hashtags
6. Post a photo with caption, location, tagging another account and hashtags
7. Create and post a story
8. Send a message
9. Check your notifications

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Homework!

Bring to our next session:

Examples of posts or a social media campaign from two different accounts on Instagram that have been successful.

- Why do you think these have worked?
- What type of post were they? Video/story/photo?
- What kind of engagement did it generate? (likes, comments, other people joining in to post similar content?)
- What could we learn from this? What ideas could you steal?

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