



Historic England

8th March 2023

Digital Engagement Training

THE
GARDENS
TRUST

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'.



Historic England

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

THE
GARDENS
TRUST



Historic England

Session 2 – What makes engaging content?

- What types of content can I create?
- Examples of successful content
- What is engagement?
- What does engagement look like on Twitter?
- Planning your own campaign

THE
GARDENS
TRUST



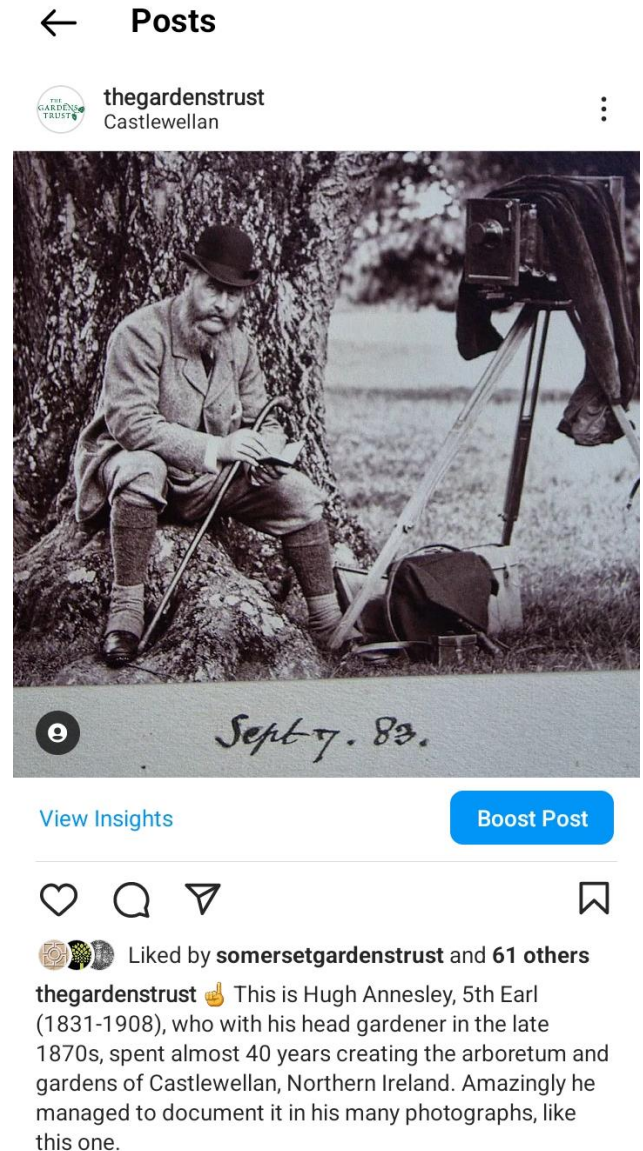
What types of content can I create on Instagram?

Single image posts

- Square or portrait photos
- Designed graphics
- A combination - photos with eye-catching text or logos

What works well for the GT

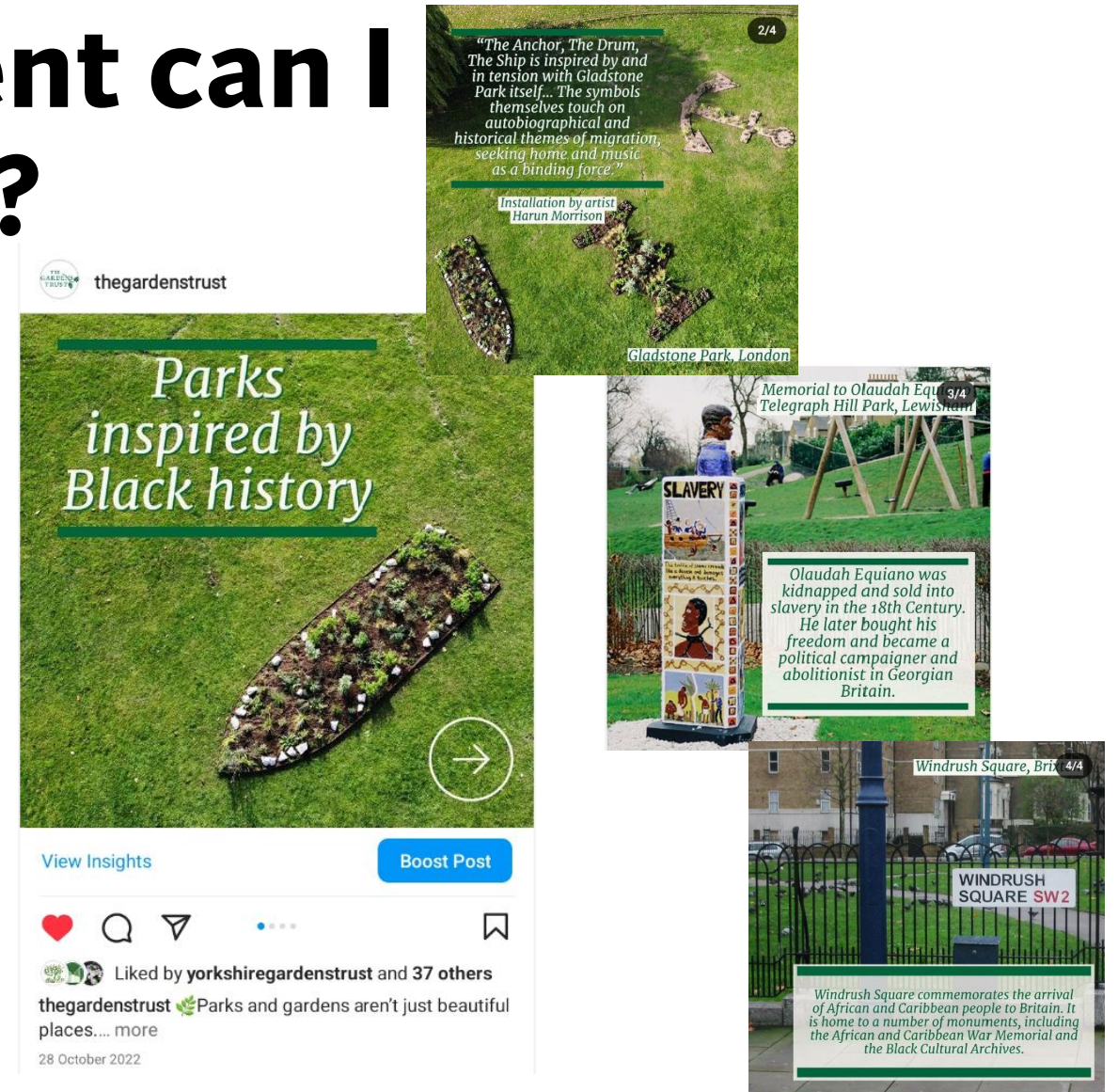
- ✓ People!
- ✓ High quality, unusual and striking images
- ✓ Archival images



What types of content can I create on Instagram?

Carousel image posts

- Stories (in the written sense!)
- Landscape images
- A combination - photos with eye-catching text or logos
- Not everything has to go in the caption



Examples of carousel posts

Sharing moments

Beth Chatto Gardens - https://www.instagram.com/p/CpZeirJNMHD/?utm_source=ig_web_copy_link

Landscape photos

Deep Fox Munro - https://www.instagram.com/p/CoVDuGzj4kj/?utm_source=ig_web_copy_link

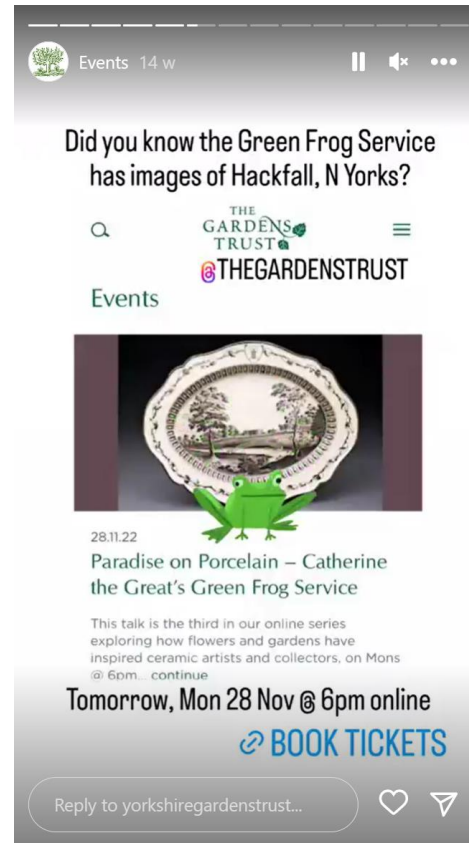
Stories / Themes

https://www.instagram.com/p/Cnup1aMLBu7/?utm_source=ig_web_copy_link

What types of content can I create on Instagram?

Stories

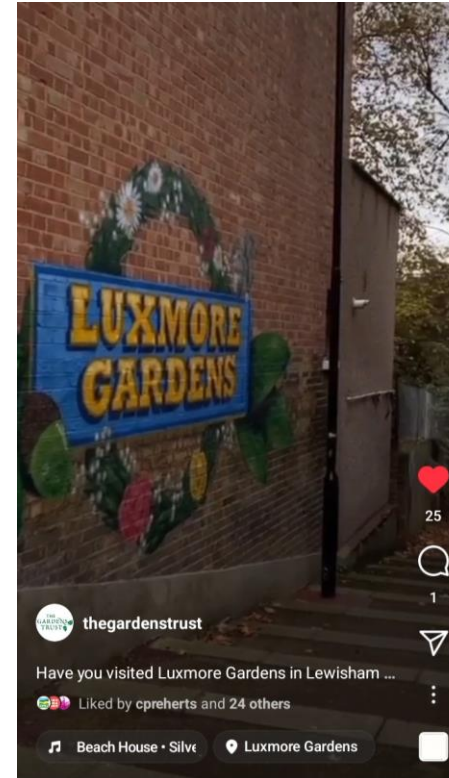
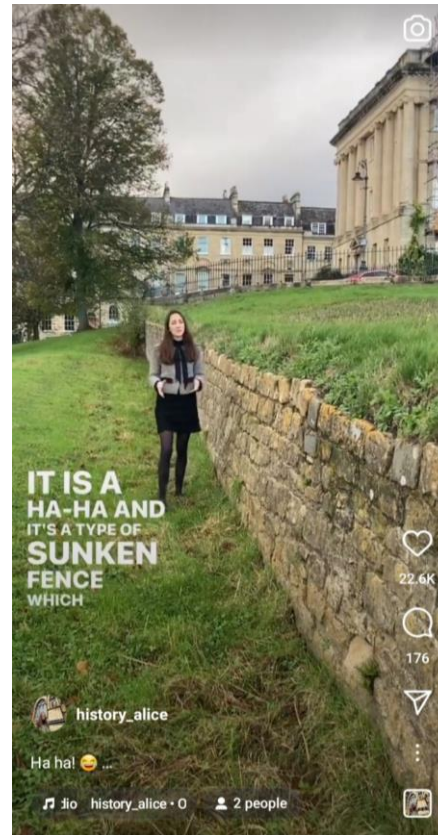
- Upcoming event info
- Stories (in the written sense!)
- Quizzes / polls
- Links to other websites
- Resharing existing content



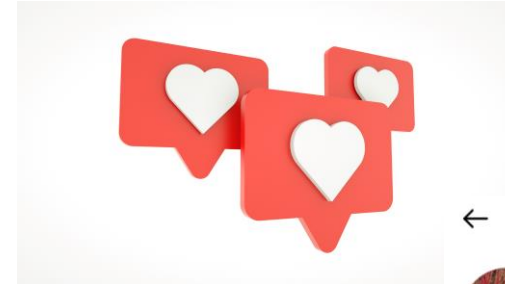
What types of content can I create on Instagram?

Reels

- Longer form content
- Slideshows
- Add music from Instagrams library
- Snippets from events



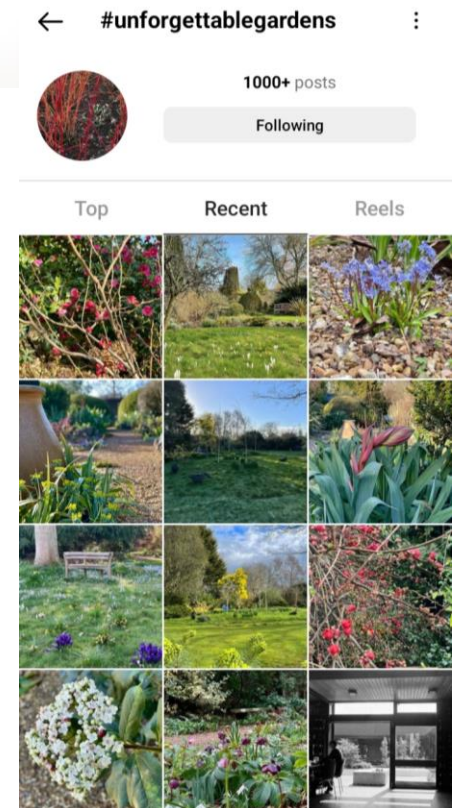
What is engagement?



- All the ways your audience interact with your post
- You want an **engaged** audience not necessarily a big one
- When creating content think about **how** you want to engage your audience



- Shares or retweets
- Comments
- Likes
- Followers and audience growth
- Click-throughs
- Mentions (either tagged or untagged)
- Using branded hashtags



[How to Increase Social Media Engagement: A Guide for Marketers \(hootsuite.com\)](https://hootsuite.com)

Improving engagement

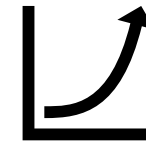


- Use #hashtags, locations and tag other accounts
- Interesting, quirky facts (and people!)
- Lesser-known stories
- Awareness Days
- Call to action – asking for help
- Partner up with other organisations
- Respond to comments & be active
- Be human 😊
- Offer something of **value** to your audience (is your content interesting, thought-provoking, entertaining, educational?)

The screenshot shows the CultureHive Digital Heritage Hub website. The header includes the logo and navigation menu with categories like Digital engagement, Digital content, Digital leadership, and Digital planning. A search bar is also present. The main content area features a blog post titled "How do we ensure that people are at the heart of the stories we tell?" by James Berg, Picaroons. The post includes a sub-header "Cymraeg" and a photograph of a person in a striped shirt looking at a display in a museum or gallery.

[How do we ensure that people are at the heart of the stories we tell? - CultureHive](#)

Improving engagement



thegardenstrust

View Insights

Boost Post



Liked by avongardenstrust and 46 others
thegardenstrust 📍 Calling all history detectives! 📍

Do you know the make or model of these bicycles? 📍👍

#OnThisDay in 1928 Loyal Johnson and Sam Brewster bought two bicycles before catching the train from Liverpool to Llandudno, where they checked into the Plas Mawr Hotel.

Comments

 londongardenstrust 37 w
We bet Colin, our in-house garden and cycling expert will know! We'll pass it along
Reply


 thegardenstrust 37 w
@londongardenstrust oh brilliant, thank you! 🙌
Reply


 wfga_uk 37 w
Interesting Putting it out there to @wfga_uk followers
Reply

 thegardenstrust 37 w
@wfga_uk thank you 🙌
Reply

 john.bligh.5 36 w
I think they are Rudge Whitworth Roadsters, identified by the gear shift on the cross bar, rod brakes, pump inside the seat tube and front fork design.
Reply

 thegardenstrust 36 w
@john.bligh.5 amazing, thank you. Passing this on to our exhibition team! 🙌👍
Reply

 hughchap 37 w
@eldweebio wonder if you might know or know someone who can ID these old pull-rod-brake bicycles..? Also thought you might like the idea of an epic cycling tour of Britain's most unforgettable gardens!
Reply

 eldweebio 37 w
@hughchap amazing! So it's the golden era of cycling and the bike could have come from anywhere but the receipt from Mead's of Birmingham shows did by a decent quality 3 speed, probs sturmey hub. I had a BSA with with push rods, looked pretty but a tad lethal! The exhibition is fascinating. Funnily enough my first ever office job was drawing up Rose beds for Eaton Hall. First garden on there least. The rest of the list is impressive. Really must get to Levens Hall! What an adventure
Reply

Ashley Edwards
plantsforwellbeing



Ashley Edwards
plantsforwellbeing · Instagram
1.7K followers · 224 posts
Follows you

View Profile

19 Oct 2021

Mentioned you in their story



Thanks for sharing! 🙌



I am learning and enjoying your posts 🙌

Brilliant, stay tuned next week for more..!

Seen

Thinking about new audiences

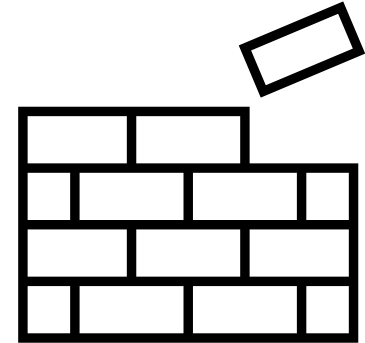
- Importance of diversity & inclusion
- Making content appeal to the broadest audience, making it accessible
- Alt text on images – especially on twitter
- Mind your language – tone, wordy language, assuming a certain level of knowledge
- Captions on video
- Addressing barriers



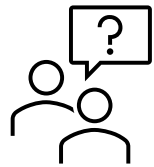
Photo: The Gardens Trust/English Heritage: Sharing Repton at Kenwood House, London

[How do I ensure that the digital content I create is accessible? - CultureHive](#)

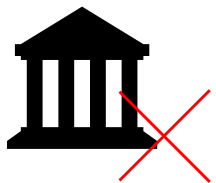
GT Market Research – What barriers are there for new audiences?



- Lack of money (41%) and time (26%)



- ‘I don’t know anyone who is a member or involved with them’ (32% of ethnic minority audience)

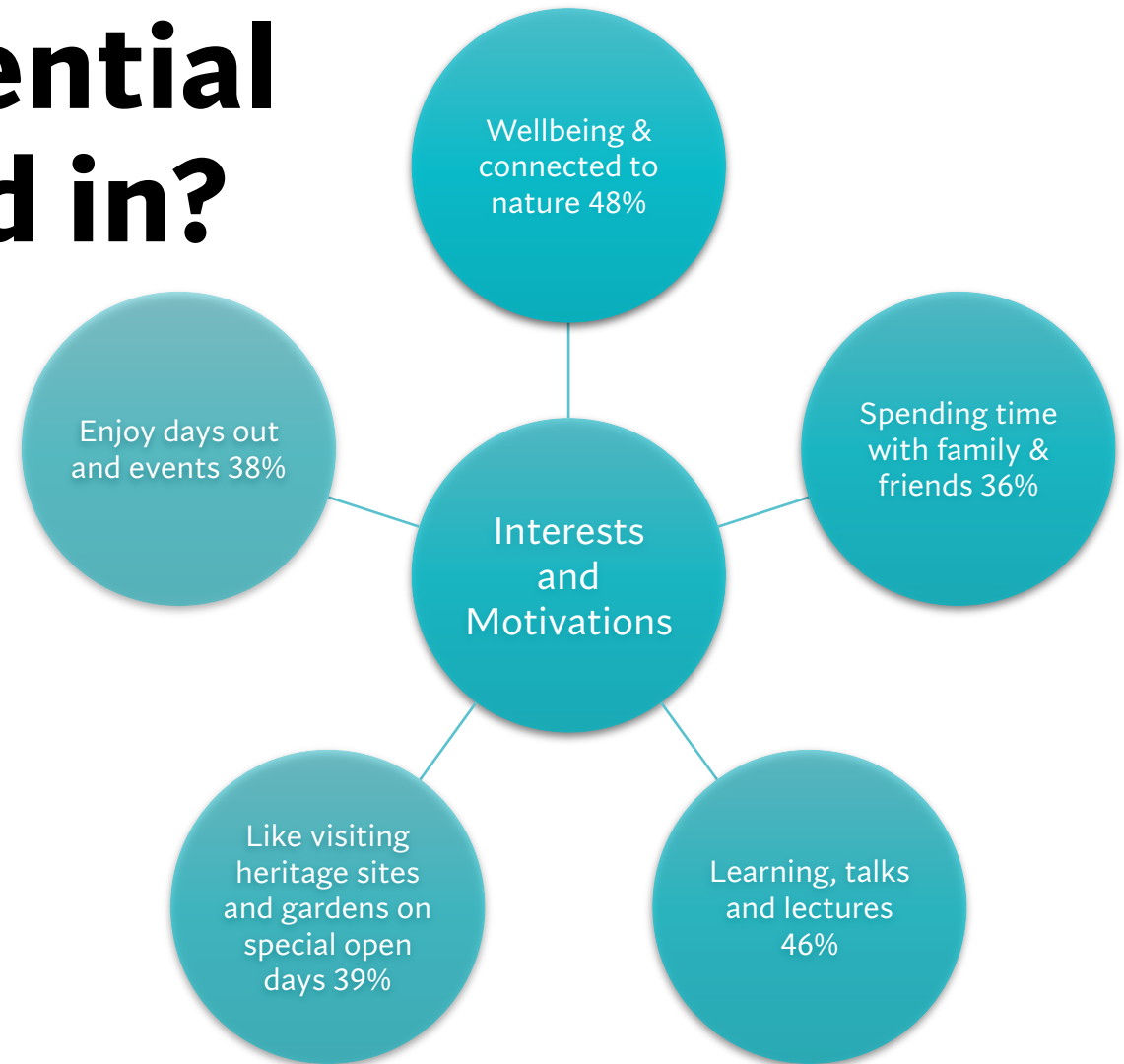


- Higher proportion feel like historic houses and gardens don't have any connection to their lives (35%)

What are wider potential audiences interested in?

- People & community focus
- Wellbeing and nature focus
- Events

How can you tailor your content to suit the interests of these potential audiences?

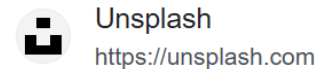
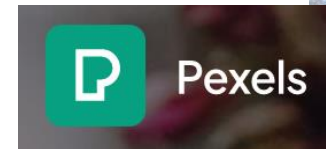
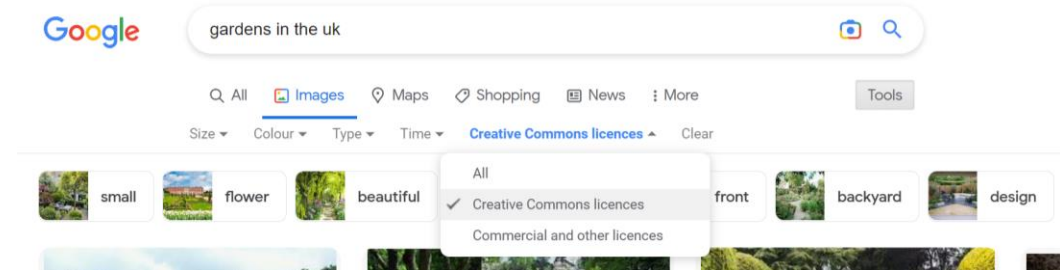


Source: Beautiful Insights Online Study November 2021 (part of The Gardens Trust's lottery funded market research)

Use of images online

- Copyright applies on social media
- Do not share images you do not have explicit permission to use
- Use free image libraries such as Pexels, Unsplash and Wikimedia
- Google image search can help – but always double check the license
- Always credit images in the caption (even free images come with conditions for reuse)
- Ask for permission of members and volunteers prior to posting

If you're not sure – don't post!





Historic England

Your Campaign

For our next session:

Brainstorm ideas and settle on one for your CGT

- Think about what you want to share and *why*
- How are you going to engage your audience?
- What kind of content do you want to create? Photos, videos, graphics?
- When will you post your campaign?
- Who will create the content and post them?

THE
GARDENS
TRUST

