



Historic England

31st 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 decorative green vine and leaves extending from the right side of the word 'GARDENS'.



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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 3 – How to create content & use insights

- Using Adobe Express to create posts and stories with text and graphics
- Introduction to Insights (Instagram's analytics)
- Tracking reach, engagement and followers
- Boosting posts

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The logo for The Gardens Trust, featuring the text 'THE GARDENS TRUST' in a green serif font. A green vine with two leaves is positioned to the right of the text, with the vine starting from the 'S' in 'GARDENS' and ending at the 'T' in 'TRUST'.

How do I create more engaging content?

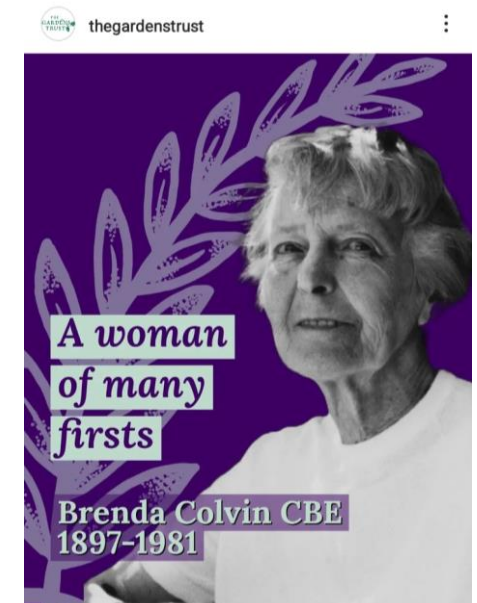
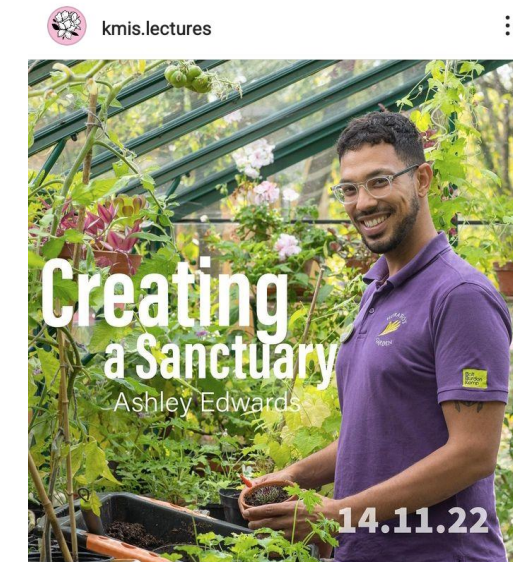
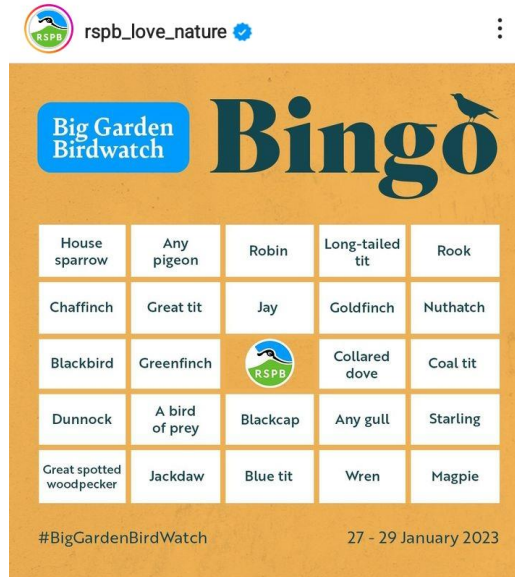
- Adding graphics to your images
- Making posts entirely from graphics
- Using text



<https://express.adobe.com/>



<https://www.canva.com/>



Instagram Insights

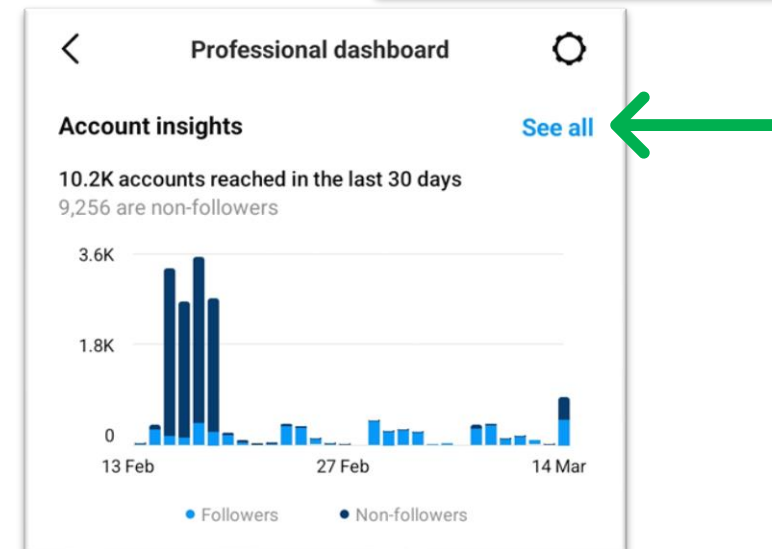
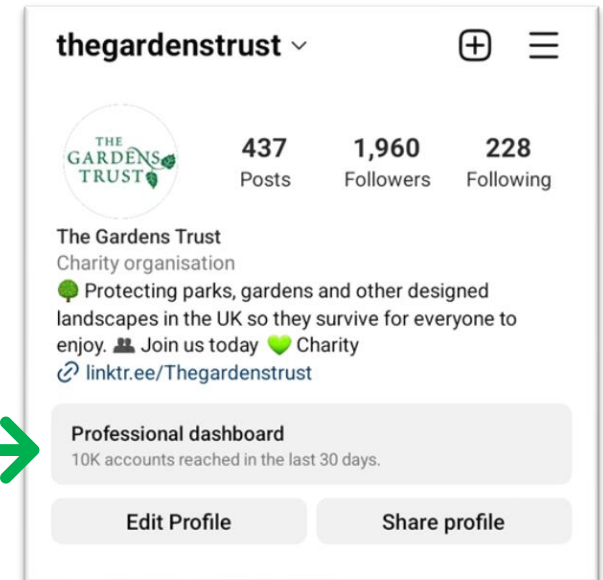


Why use Insights?

- Good decisions come from analysing data
- Figure out what's working and what's not
- From this you can build a better strategy

To access Insights you'll need to switch to a business account

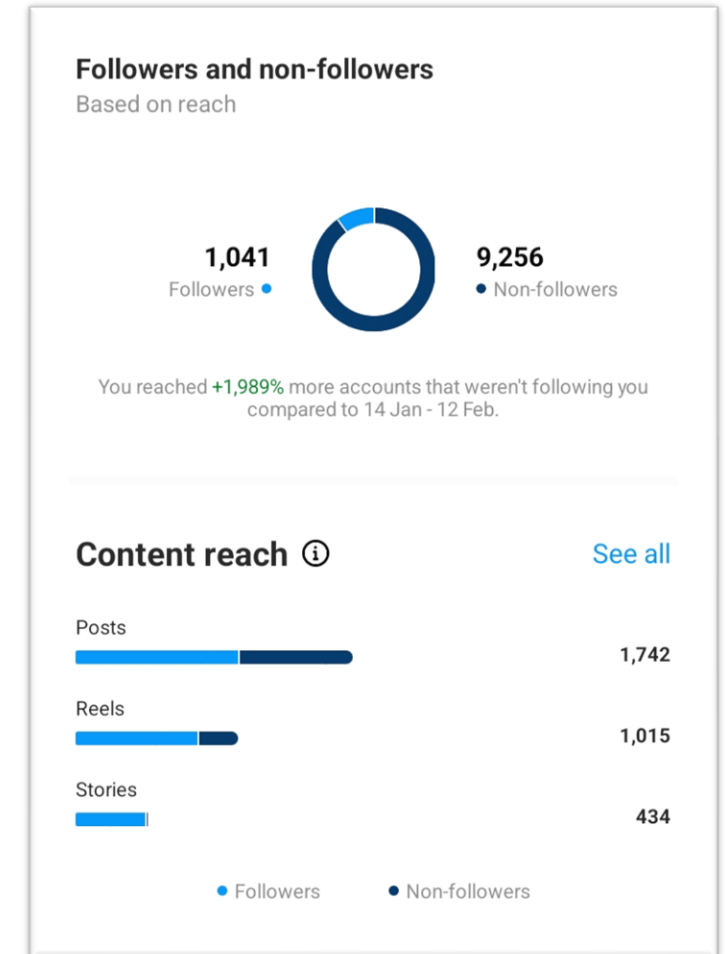
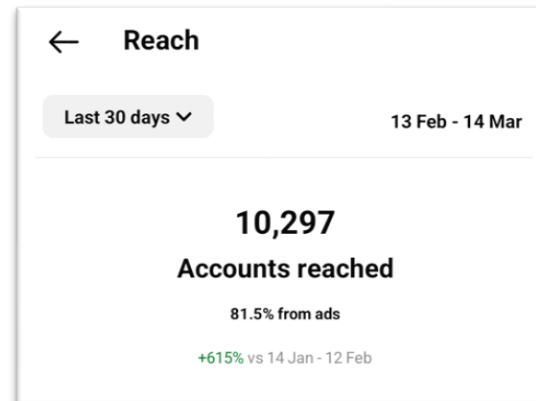
Instagram help article how-to -
<https://help.instagram.com/502981923235522>



Measuring Reach

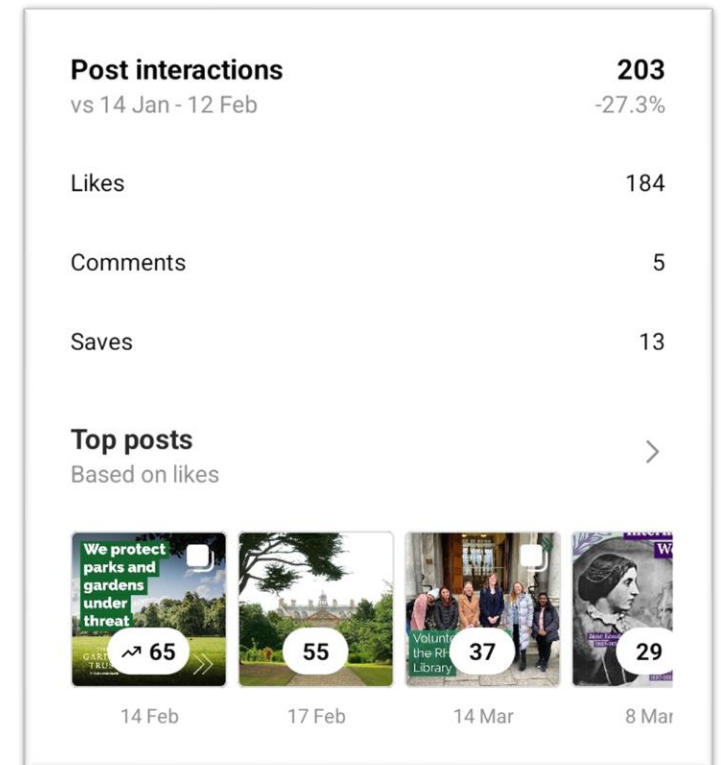
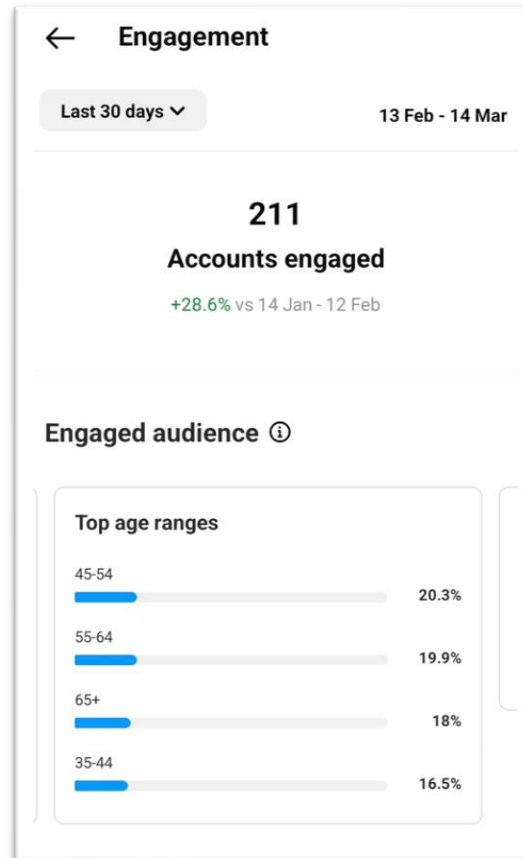


- How many people saw your post
- This is the number of *unique* people who see it (as opposed to *impressions*, which is the total amount of times your post has been seen and includes the same person viewing it multiple times)
- **Reach Rate** is a good metric
- Calculate this rate by dividing reach by the amount of followers
e.g. if your post has a reach of 100 and you have 500 followers = 0.2 or 20% reach rate



Measuring Engagement

- Engagement = the amount of interaction with a post
- **Engagement Rate** is a good metric
- Calculate this by dividing your posts total interactions by your amount of followers and x 100
- Eg. If all your likes, saves and comments add up to 50 and your total followers are 500 = $(50/500) \times 100 = 10\%$ engagement rate



JAN
2023

INSTAGRAM ENGAGEMENT BENCHMARKS

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS



GLOBAL OVERVIEW

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR ALL POST TYPES



locowise

0.65%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR PHOTO POSTS



Meltwater

0.59%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR VIDEO POSTS



we
are
social

0.66%

AVERAGE INSTAGRAM
ENGAGEMENT RATE
FOR CAROUSEL POSTS

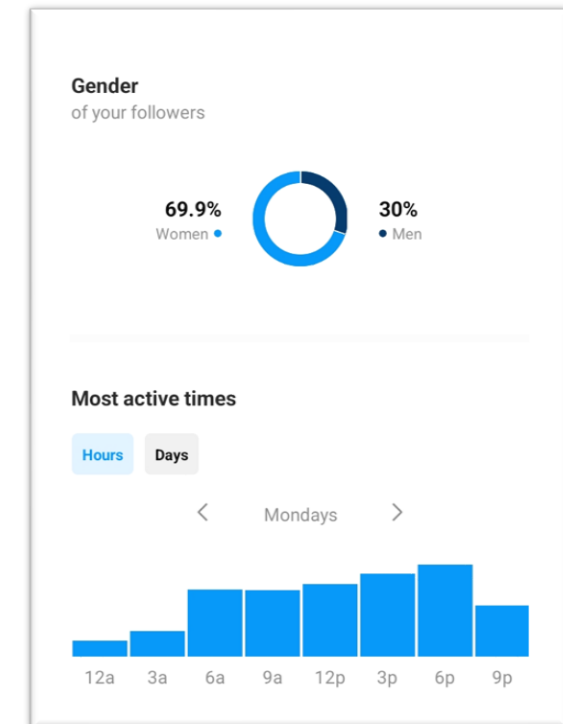
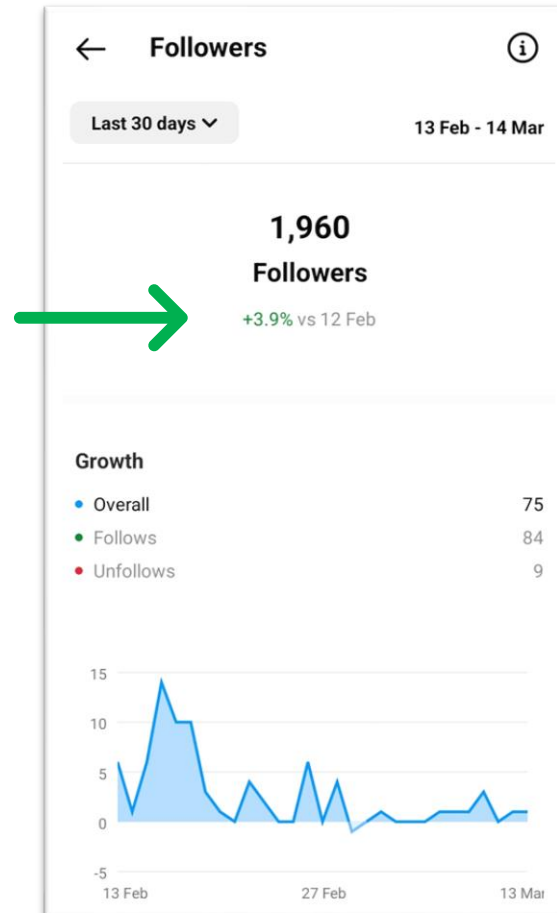


0.76%

Measuring Follower Growth

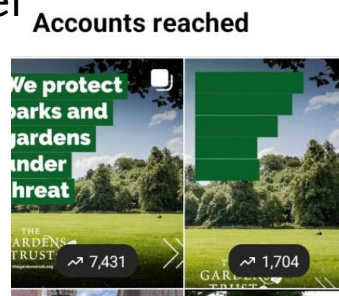
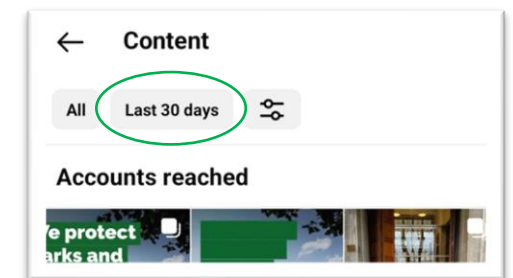
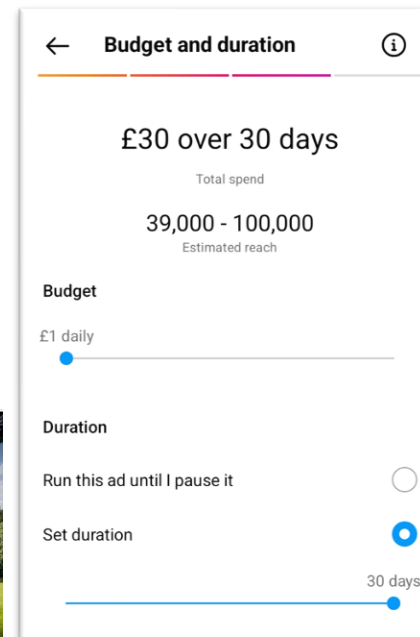
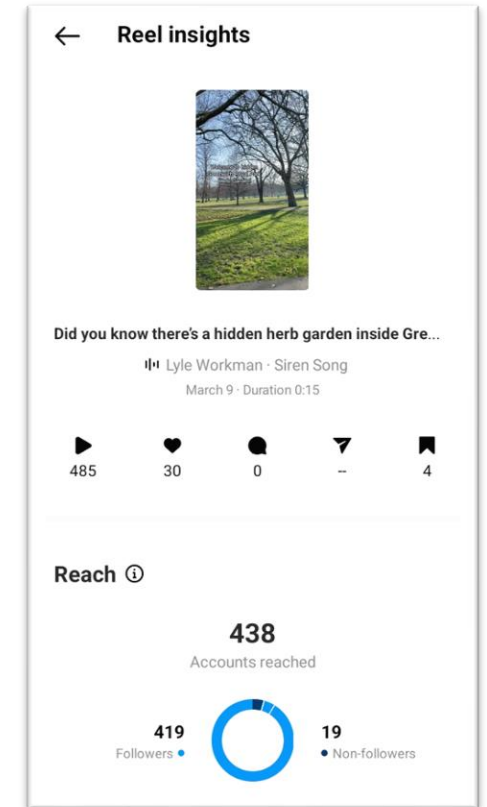
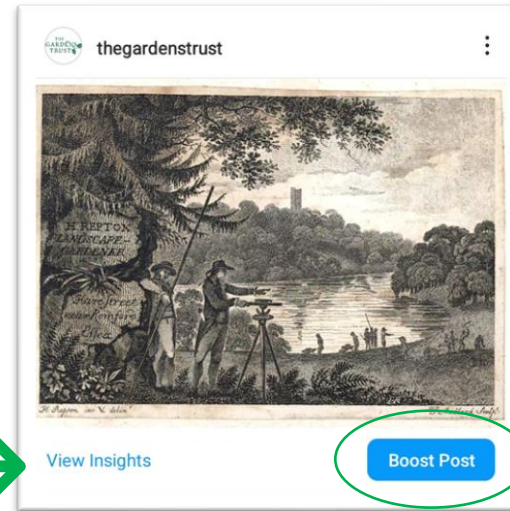


- Lots of followers \neq social media success!
- Average monthly follower growth rate is **0.98%**
- Steady growth is good but can sometimes dip
- Engagement & reach are more important as focusing on those will lead to more followers

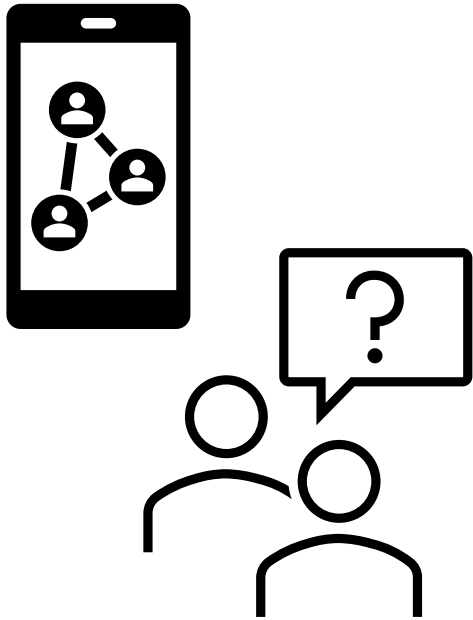


Using Insights

- You can see insights for up to the **last 90 days** – make sure you collect your data regularly to avoid losing it
- As well as viewing insights for your whole account you can view insights for **individual posts**
- Also provides insights for **ads or boosted content** (posts you pay to get a wider reach for)



Where to get more help with using social media



- **Instagram Help Centre** - <https://help.instagram.com/>
 - **Hootsuite Blog** - <https://blog.hootsuite.com/>
Helpful tips and guides on social media marketing
 - **Heritage Digital** - <https://charitydigital.org.uk/resources>
Lots of resources and guides on lots of topics relating to digital strategy including, but not limited to, social media

Example of a really useful guide - <https://charitydigital.org.uk/articles/a-guide-to-growing-and-engaging-audiences-online>
 - **Culture Hive** - <https://www.culturehive.co.uk/>
Arts Marketing Association (AMA) resource hub focusing on audience development and marketing, including social media
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Next steps

1. Make sure you switch your CGT Instagram account to a business/professional one

Instagram help article how-to -
<https://help.instagram.com/502981923235522>
2. Create a social media campaign plan using the template
3. Secure buy-in from other members/volunteers at your CGT (can they help too?)
4. Post your campaign
5. Review your Instagram Insights regularly and after the campaign has finished
6. Share your results and learning with your CGT (and us!)

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