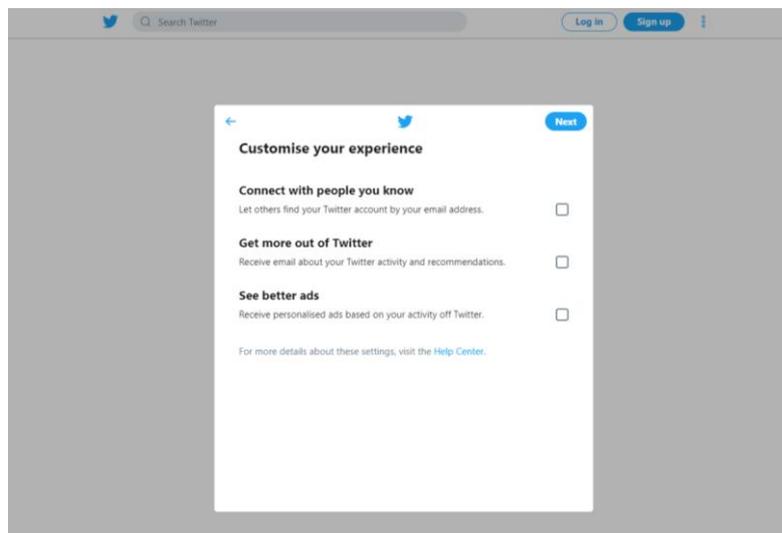


How to set up a regional National Garden Scheme Twitter account

1. To create your regional National Garden Scheme twitter account, visit <https://twitter.com/i/flow/signup>, and provide your name and phone number.

N.B: Your phone number will be used to verify your account and to recover your password should you forget it. This will not be seen by anyone visiting or interacting with your Twitter page.

2. You will then be prompted to customise your experience. Select the boxes which you want to agree to. It is important to note that you do not need to opt into any of these options to move forward with setting up your account.

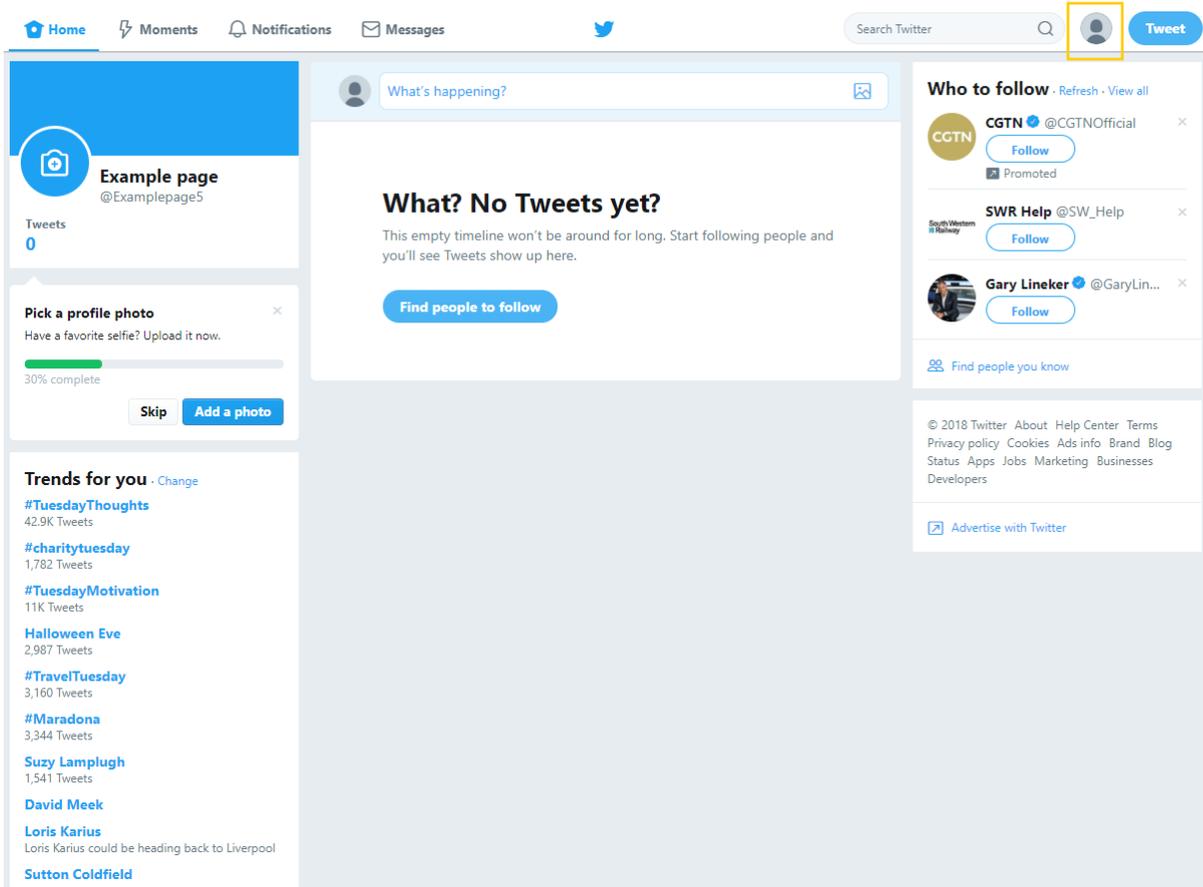


3. On the next page, check the details you have provided and then click Sign up.
4. Set your password as instructed.
5. Verify your email, by logging into your email account. When you have logged in you will find an email from Twitter (these can sometimes take a few minutes to come through and may appear in your junk). In this email you will be provided with a verification code, insert this into Twitter.

By completing this step, you have created your Twitter account.

6. Now that your Twitter has been created, you will need to adjust some of the settings.

To do so, navigate to the icon in the top right-hand corner of your screen, and select 'Settings and privacy' from the drop-down menu.



- Create a user name
- Set the time zone.

By default, Twitter will set your account to Pacific time which can affect the scheduling of future posts.

7. Next, return to your profile and upload your profile and cover photo, as well as your bio.
 - A National Garden Scheme logo is available for download from the Resource Centre
 - For a cover photo, use a high-resolution image of one of your gardens
 - For your bio, you can use the following text or create your own, if you prefer to.

We open exceptional private gardens in [county name] and raise impressive amounts of money for charity through admissions, teas and cake.

Glossary

- #

Hashtags are used to categorise content. Using the # symbol before a relevant keyword or phrase will allow your content to be found more easily. Clicking on a 'hashtagged' word in any message shows you other Tweets that include that hashtag.

- @

The @ symbol is used to mention other accounts on Twitter

- Bio

Your Twitter bio is a short description that appears on your profile

- Direct message (DM)

Twitter users can privately message you with a direct message. These will appear in the messages tab.

- Follow

Subscribing to a Twitter account is called 'following'. Anyone on Twitter can follow or unfollow anyone else, with the exception of blocked accounts.

- Followers

The Twitter accounts that follow your page. Your content and activity will appear in their Twitter feed.

- Hacking

When a person gains unauthorised access to your account. (See Social Media Guidelines 2019 for more information)

- Header photo

The large image that appears at the top of your Twitter page. This can only be seen by those directly visiting your page.

- Like

'Liking' a tweet is often a sign of support to the organisation, or for the content published

- Profile photo

The image that represents your page. For an organisation's Twitter account, this is often their logo.

- Retweet

'Retweeting' forwards a Tweet to your account, and your followers. You can add an additional comment before you share.

- Twitter feed

Your Twitter homepage. Displays recent tweets and activities from the accounts you follow.

- Unfollow

When you no longer want to view the content created by a twitter account, you can unfollow them to unsubscribe.

- Who to follow

An automated list created by Twitter, to connect accounts that are relevant to one another.

Frequently asked questions

Do I need an email address to run a regional Twitter account?

Yes, you will need to link an email address to your Twitter account. This allows you to verify your account and reset your password, should you forget it. We encourage that you use your National Garden Scheme email address when you create your account.

Is the regional Twitter account linked to my personal Twitter account?

No. Unlike other social media platforms, your regional Twitter account will require you to create an account exclusively for your regional Twitter page.

Is Twitter valuable to my regional digital communications?

Definitely! Twitter is a social media platform that is very much in the moment, a place for trending discussions and current news. With many of our beneficiaries and county teams using Twitter, this is also a great platform to keep up to date with recent news and updates and provides you with the opportunity to promote your regional events and garden openings.

For content ideas, read the 'Creating content for social media' document in the Volunteer Resource Pack.

Can more than one County Team Member have access to the regional twitter account?

Yes. This will require you to share the login information with this team member. We recommend sharing access to your account with at least one county team member.