



National Garden Scheme

SOCIAL MEDIA

SOCIAL MEDIA CHANNELS



Instagram

- ✓ All about sharing photography
- ✓ Visual storytelling of the year in your garden



Facebook

- ✓ Great for linking to external websites
- ✓ Offers space for detailed content, such as gardening tips



Twitter

- ✓ Quick, in the moment content
- ✓ Large gardening community to connect with

The facts about social media



Instagram

Over one billion users



Facebook

2,375 billion users!

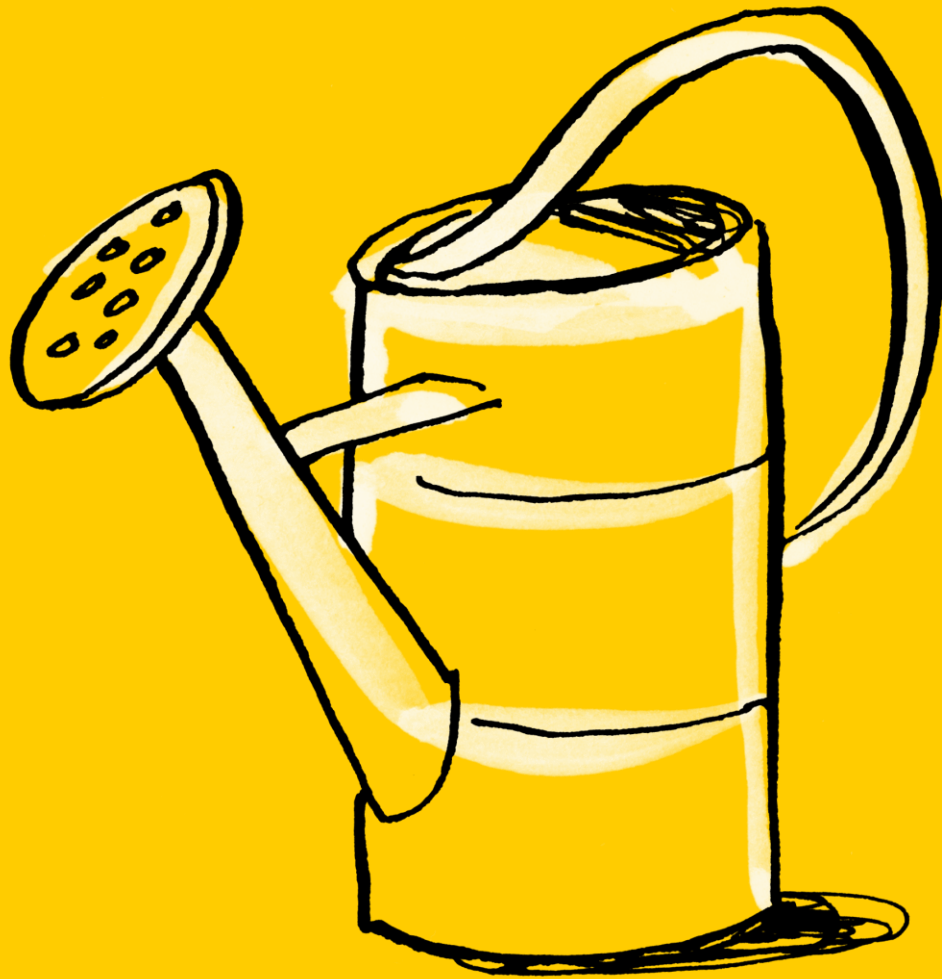


Twitter

Over 330 million users



Almost all National Garden Scheme county teams run social media accounts, with a joint following of over **150,000!**



What can social
media be used for?

What can social media be used for?

To promote garden opening



- Share details of garden openings throughout the garden visiting season
- Share photography and videos to attract new visitors
- Work with the National Garden Scheme Hatchlands team to join in with campaigns and share the latest news, recipes and blog posts



HertfordshireNGS @HertfordshirNGS · 21 Jan

Doesn't everyone love a snowdrop? Thankfully the National Garden Scheme's Snowdrop Festival starts next month. Follow this link to find yourself a galathophile garden – wherever you are!

ow.ly/joRN50xLCOF



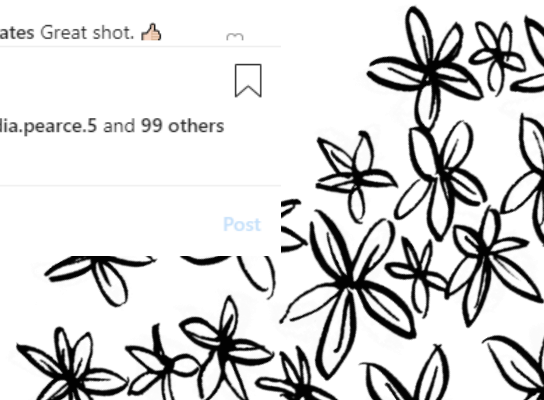
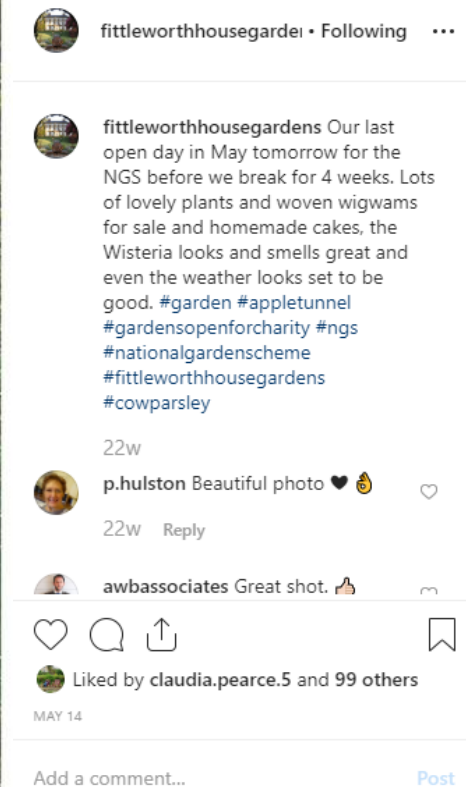
What can social media be used for?



To connect with the gardening community

- Share content from National Garden Scheme beneficiaries to showcase the impact of the money raised
- Discover garden visitor's experiences – share their photography and videos
- Connect with gardening communities to showcase the unique and exciting aspects of the gardens in your county.

Gardens Hour is a great Twitter account to get involved with. Every Monday between 9-10pm they ask for Twitter users to share pictures from the garden using the hashtag #GardensHour – great for reaching new audiences!





Frequently asked questions

Do I have to post all day, everyday?

No! There is no 'right' amount of times to post on social media.

Whether you log in to social media every day or just a few times a month, the most important thing is that you enjoy creating and sharing your content.

What if no one follows my new account?



New social media accounts take time to grow (but don't give up!)

If you do create a social media account for your county, make sure to get in touch with the Hatchlands team. They will be able help you reach new audiences by engaging with your fantastic content, and tagging you in anything they might post about your county.

I don't know how to set up a social media account!



There are lots of resources available to help you with social media, these include;

A series of how to videos

Real time guides to setting up different accounts, creating content, and managing your account.

Guides to creating content

Provides ideas for creating content throughout the year

Social media glossary



Who shall I follow to build my online community?



National Garden Scheme regional accounts

Neighbouring accounts will be of interest to your followers, so it's worth following them and sharing some of their garden openings too

Our beneficiaries and their regional social media accounts

Our beneficiaries often engage with the National Garden Scheme on social media, sharing case studies and news. Their regional social media accounts might retweet or share some of your garden promotions too

The National Garden Scheme

The national account for the National Garden Scheme shares news, lifestyle pieces, and photography throughout the year

Local accounts

Local accounts such as shops and groups can help you to build relationships with the businesses around you