



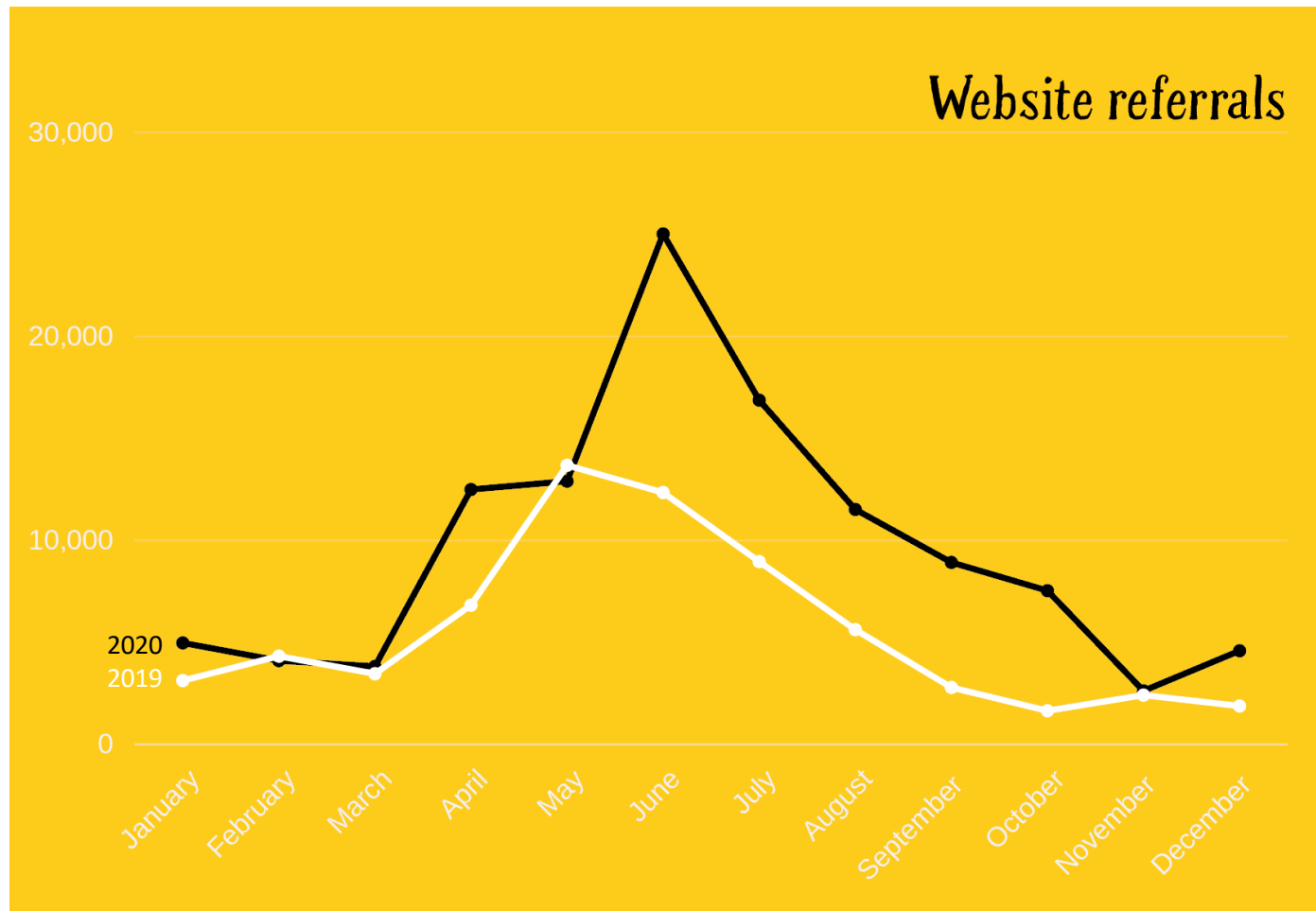
# SOCIAL MEDIA

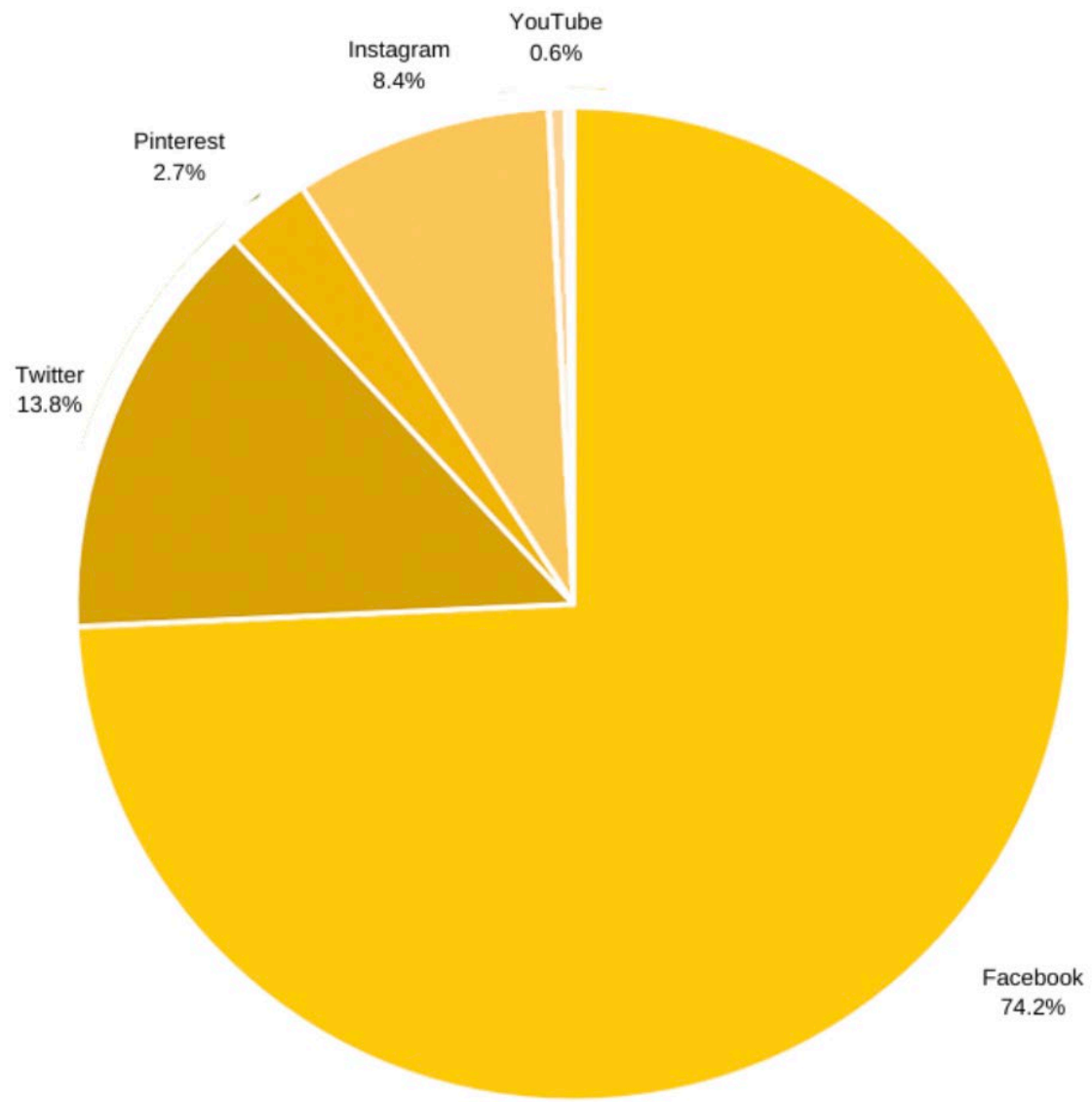
A look back at 2020, and some tips & tricks for the year ahead





# 2020 at a glance







# Virtual Garden Visits

Followers	6,309 (6,072 gained)
Views	1.5 million
Average postings per week	4
Watch time (hours)	100,300



1. Old Vicarage, Whixley  
47,000 views



6. Hambledon House, Hampshire  
27,700 views



2. Froyle Gardens, Hampshire  
45,500 views



7. Trengrove House, Monmouthshire  
26,300 views



3. Help Support Our Nurses  
40,400 views



8. Watergate House, Canterbury  
26,000 views



4. Chilworth Manor, Surrey  
33,100 views



9. Bunny Guinness  
24,000 views



5. Warton Gardens, Lancashire  
30,300 views



10. Ansley gardens, Warwickshire  
22,400 views



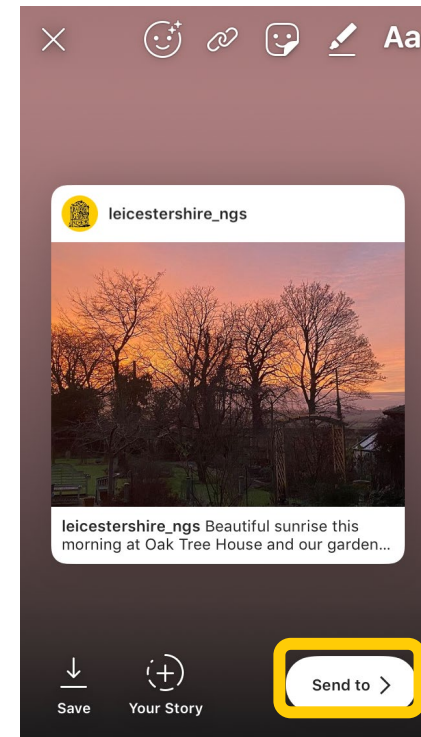
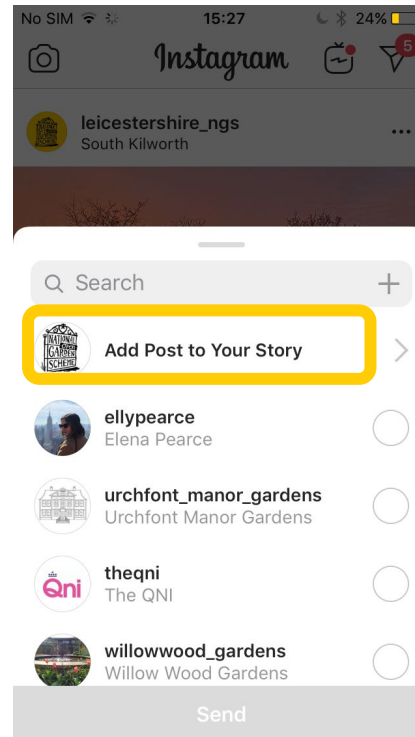
# Six tips and tricks for the year ahead





# 1. Instagram

If you're looking for a quick way to share something with your audience, you can share posts to your stories with just one click

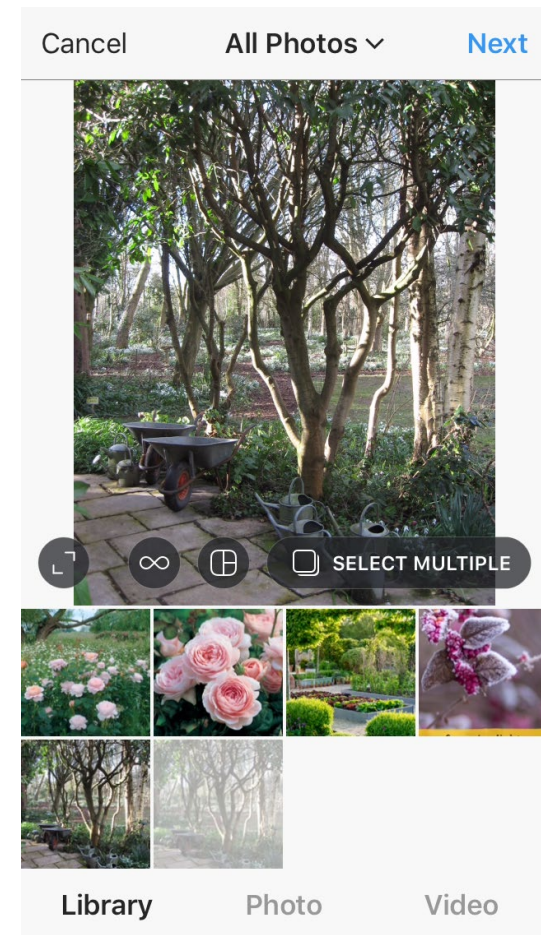
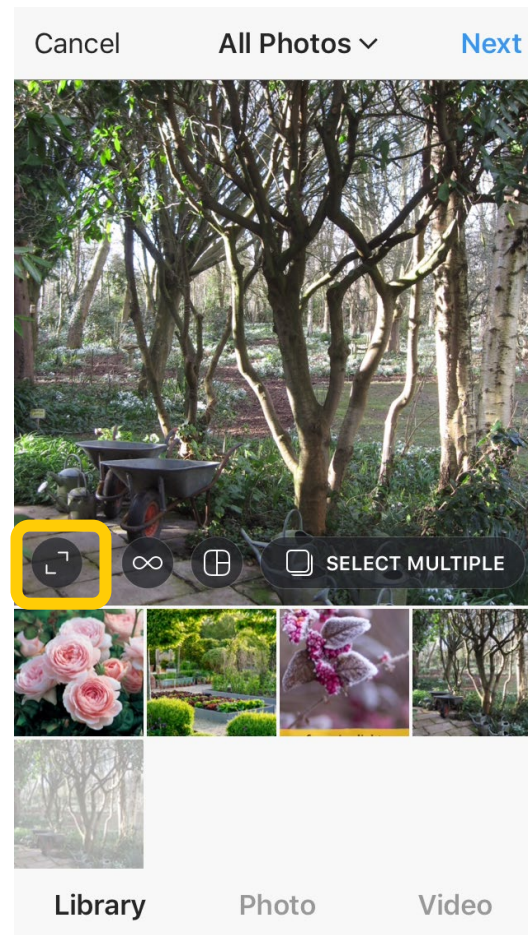






## 2. Instagram

If the picture you are sharing doesn't quite fit, you can tap this button to make the post fit better!





# 3. Twitter

Spending too much time looking for content to engage with? Make a list of all your favorite National Garden Scheme, beneficiary and Garden Owner accounts for easy retweeting

The image illustrates the process of creating a Twitter list to organize favorite accounts. It consists of three sequential screenshots of the Twitter mobile app interface:

- First Screenshot:** The Twitter app's sidebar is visible on the left. The 'Lists' option is highlighted with a yellow box. The main content area shows the 'Lists' page for the user '@NGSOpenGardens', which is currently empty.
- Second Screenshot:** An 'Add to your List' dialog box is open. It shows a search bar and a list of suggested accounts. 'Horatio's Garden Charity' (@HoratiosGarden) is selected, and the 'Add' button is highlighted.
- Third Screenshot:** The 'Add to your List' dialog box is still open, but now it shows a list of members that has been populated. The members listed are:
  - Donna's garden Snowdrop Ridge (@SnowdropRidge)
  - National Garden Scheme Cambs (@GardenCambs)
  - National Garden Scheme (@NGSOpenGardens)
  - Bucks NGS (@BucksNGS)
  - Hampshire (@HantsNGS)Each member has an 'Add' button next to it.

Arrows indicate the flow from the first screenshot to the second, and then to the third.





## 4. Twitter

If you plan to share lots of tweets about upcoming garden openings, TweetDeck is a Twitter owned tool which allows you to schedule an infinite amount of tweets!

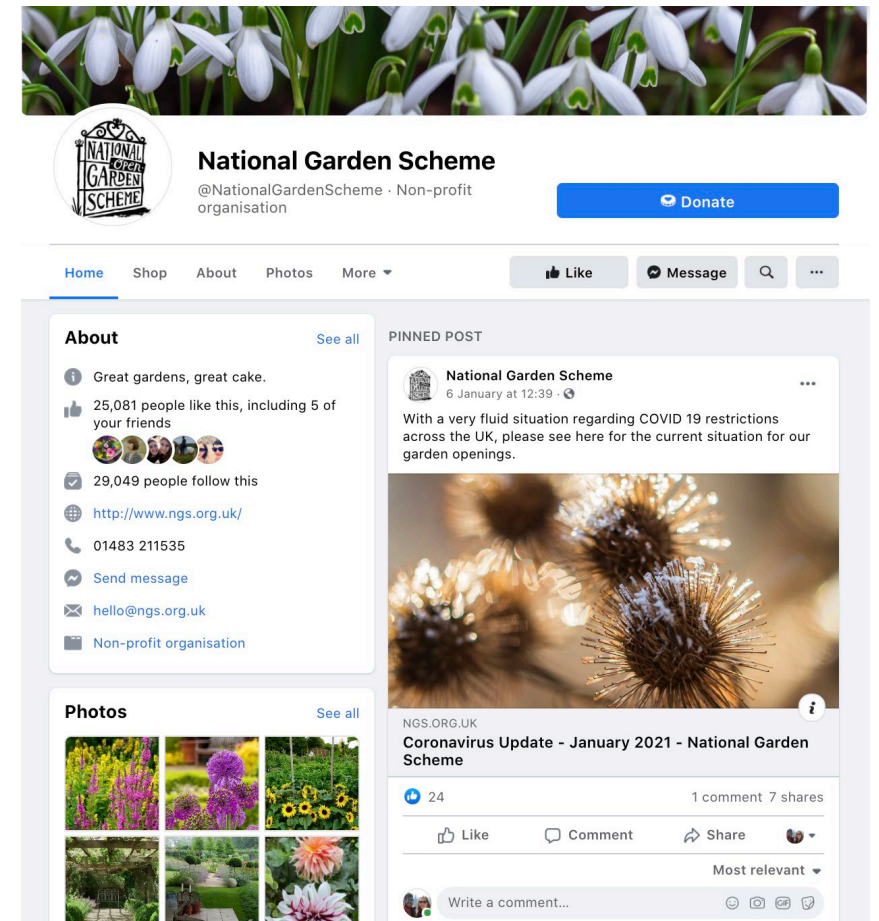
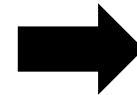
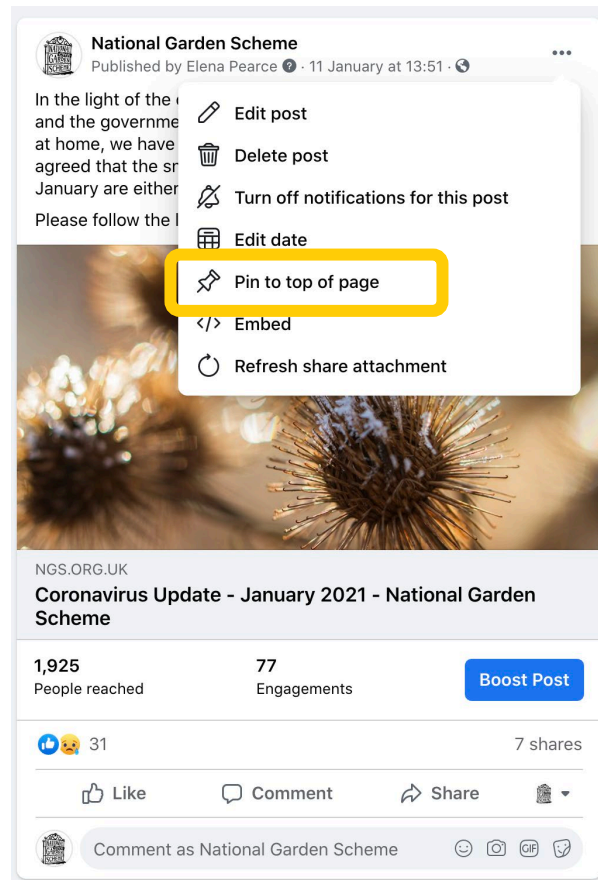
The screenshot displays the TweetDeck interface, a multi-column tool for managing tweets. The interface is divided into several sections:

- Left Sidebar:** Contains navigation icons for 'Scheduled', 'Trending', 'Search', 'Notifications', 'User', 'Our county teams', 'Our beneficiaries', and '#virtualgardens'. At the bottom, there are links for 'Collapse', 'Accounts', 'Settings', and the 'National Garden Scheme' profile.
- New Tweet Composer:** A large blue area for creating new tweets, including fields for 'From', 'To', and 'What's happening?'. It also features buttons for 'Add images or video', 'Schedule Tweet', and 'Direct message'.
- Scheduled Column:** Displays tweets scheduled for future posting. It shows three tweets from the 'National Garden Scheme' (@NGSO...) scheduled for January 19, 20, and 27, 2021. Each tweet includes a preview of the content and a link to the full tweet.
- Trending Column:** Lists trending topics and hashtags, such as '#thicktrunktuesday', '#Winterwatch', and '#StormChristoph'.
- Search Column:** Displays tweets related to the search query '#nationalgardenscheme'. It shows tweets from users like 'maureen kesteven' and 'Stephen the gardener'.
- Notifications Column:** Shows notifications for the user, including mentions and retweets from accounts like 'The Queen's Nursing Institute' and 'Marie Curie EOLC'.



# 5. Facebook

Important announcement? Pin your latest news post to the top of your page so anyone who visits your profile has the information they need





# 6. Facebook

If you're disappointed about the engagement levels on your posts, take a look at your Facebook insights to discover when most of your supporters are on online

The image shows the Facebook 'Manage Page' interface for the 'National Garden Scheme'. The left sidebar contains various management tools, with 'Insights' highlighted. The main content area displays 'Page insights' for the 'National Garden Scheme'. The 'Overview' tab is selected, showing a line graph of page views over time. The graph shows a peak in activity around 12:00 PM and a secondary peak around 8:00 PM. Below the graph, a table lists recent posts with their respective reach, engagement, and a 'Boost Post' button.

Published	Post	Type	Targeting	Reach	Engagement	Promote
19/01/2021 09:30	Our new report reveals how the Covid-19 pandemic has confirmed	Text	Public	1K	67	Boost Post
19/01/2021 09:00	Garden owner, Avril Hughes, shares her top tips for starting a	Image	Public	1.6K	3266	Boost Post
18/01/2021 10:00	If your soil isn't too sodden wet, and you have some digging or tidying to	Image	Public	16.7K	148196	Boost Post
16/01/2021 10:30	As long as the ground is not frozen or water-logged now is a good time	Image	Public	2.8K	44103	Boost Post
14/01/2021 10:00	These virtual garden visits are perfect for anyone looking for	Image	Public	3.3K	158120	Boost Post



# THANK YOU

If you would like to book in a social media one-to-one, please get in touch!

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