



Royal  
Horticultural  
Society

Sharing the best in Gardening

## Social Media

— Ian Reynolds, Digital Marketing

# What we do and why we do it

- ❖ E-newsletters and social media
- ❖ To support and promote RHS activities, share our gardening knowledge, and encourage garden/show visits
- ❖ To display the 'fun' side of the RHS, and make us more approachable and relevant to a wider audience
- ❖ Working to ensure our digital output accurately and fairly represents the whole breadth of the RHS:
  - ❖ RHS Shows, advice, science, RHS Gardens, partners, horticultural news, fun/other!



Wonderful to see some of last month's @RHSBloom Finalists appearing on Autumnwatch last week - catch it online at [bbc.co.uk/iplayer/episod](http://bbc.co.uk/iplayer/episod) ...



It's #NationalCatDay, and also nearly Halloween, which means only one thing present to you a cat in a pumpkin.



RHS - Royal Horticultural Society added 2 new photos.  
Posted by Ian Reynolds (1) · 22 October 2014

Do you know about RHS Partner Gardens? We have teamed up with more than 150 gardens in the UK and abroad who generously offer free entry to RHS members (main cardholder) at selected times - see <https://www.rhs.org.uk/gardens/partner-gardens> for full details, articles, suggested destinations, events and galleries!



101,920 people reached

Like · Comment · Share · 2,497 · 46 · 570

Boost Post



# Social Media: An Introduction

Reach new people

For everyone

Desktop/Mobile

Easy and quick



Innovative

Social



Community

Tell a story

Educational

Share your passion

The future...

# Social Media Tips

## ❖ What social media **IS**:

- ❖ Conversational and friendly i.e. use the tone you'd use to chat to friends online
- ❖ A way to make contacts
- ❖ A way to raise awareness about activities or campaigns
- ❖ A way to reach a wider audience
- ❖ A way to tell your story
- ❖ A highly effective way to promote any topical and engaging content you have e.g. news, research, polls, blogs, website content and campaigns

# Social Media Tips

- ❖ What social media **ISN'T**:
  - ❖ A place to talk and not listen or engage
  - ❖ A place to just throw any and every bit of content you have regardless of topic/quality

# An array of platforms...



Facebook

- 180k followers
- Average reach: 40k
- Average engagement: 5%
- 1 post a day
- Top referring site to RHS website



Twitter

- 120k followers
- Average impressions: 6k
- Average engagement: 2.5%
- 3-10 a day
- 2<sup>nd</sup> highest referrals to RHS website



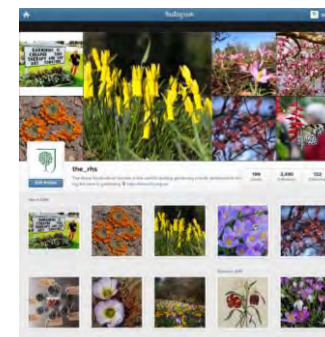
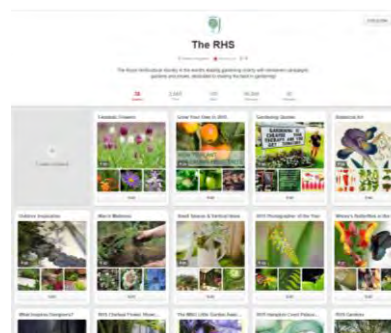
Pinterest

- 146k followers
- Average daily reach: 18k
- ~2800 clicks through to website pcm
- 1-5 updates a month



Instagram

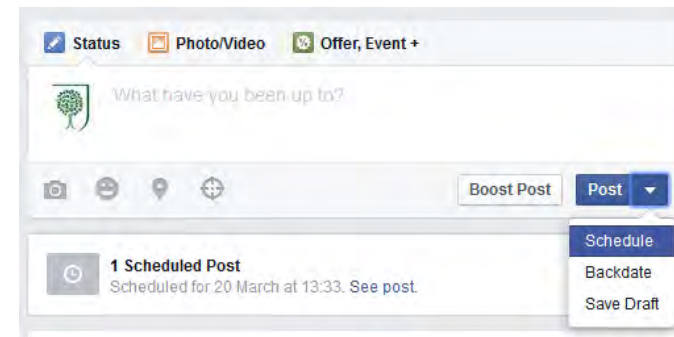
- 25k followers
- Average engagement: 10%
- 3-5 posts a week



# ...which is for you?

## ❖ Facebook

- ❖ Image-led, about 3-5 a week
- ❖ Be concise
- ❖ Share other statuses, and tag people



## ❖ Twitter

- ❖ Quality not quantity, but don't go too quiet for too long!
- ❖ Build a community; tag, RT, #
- ❖ Use images and links for maximum impact

## ❖ Pinterest

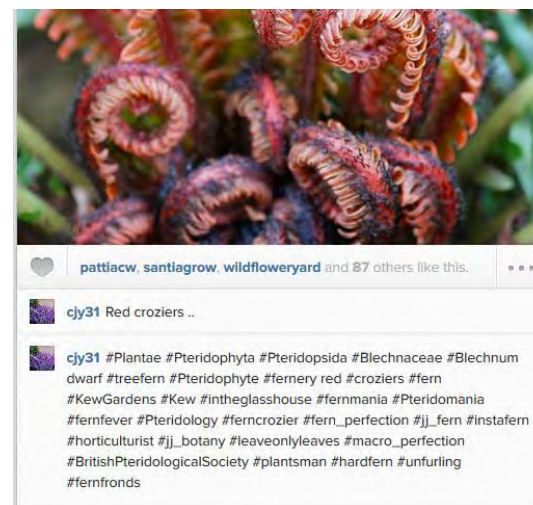
- ❖ Link to site

## ❖ Instagram

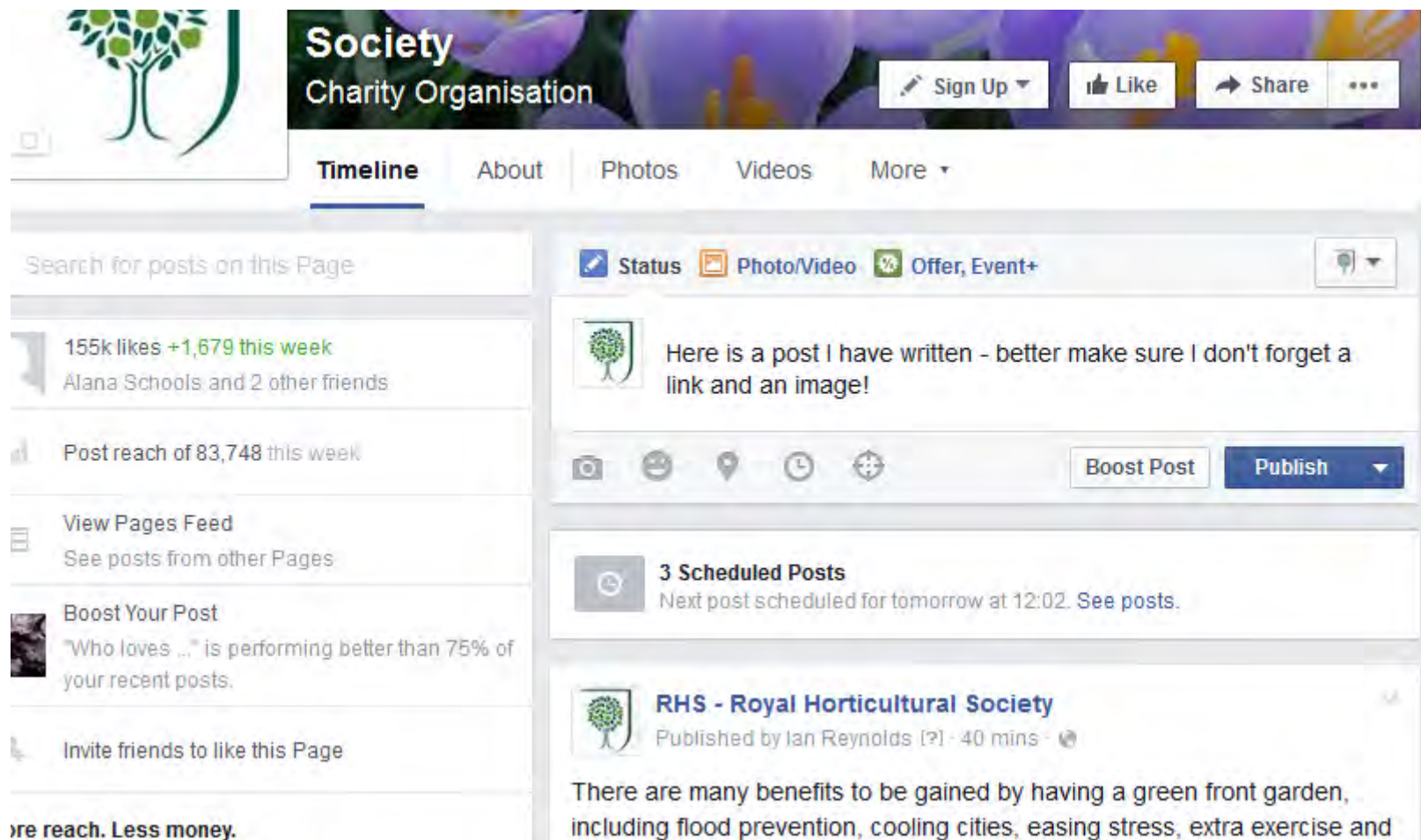
- ❖ Importance of #

## ❖ Other

- ❖ Video becoming privileged...



# How it actually works: FB



**Society**  
Charity Organisation

Sign Up Like Share

Timeline About Photos Videos More

Search for posts on this Page

155k likes +1,679 this week  
Alana Schools and 2 other friends

Post reach of 83,748 this week

View Pages Feed  
See posts from other Pages

Boost Your Post  
"Who loves ..." is performing better than 75% of your recent posts.

Invite friends to like this Page

ore reach. Less money.

Status Photo/Video Offer, Event+

Here is a post I have written - better make sure I don't forget a link and an image!

Boost Post Publish

3 Scheduled Posts  
Next post scheduled for tomorrow at 12:02. See posts.

**RHS - Royal Horticultural Society**  
Published by Ian Reynolds (?) · 40 mins ·

There are many benefits to be gained by having a green front garden, including flood prevention, cooling cities, easing stress, extra exercise and



# How it actually works: FB

Sharing the best in Gardening


**RHS - Royal Horticultural Society**  
 Published by Ian Reynolds [?] · 27 March at 12:47 · 🌐

This bee orchid has either just received the best Easter egg ever or has realised that tomorrow is another Bank Holiday - or maybe both! You too could be this happy with a visit to an RHS or Partner Garden this Easter - see [www.rhs.org.uk/gardens/search-form](http://www.rhs.org.uk/gardens/search-form) and find a garden near you.



43,467 people reached
 [Boost Post](#)

Like Comment Share

👍❤️🗨️ Karol Buchanan, Alice Canete Farr and 2.3k others
 [Top comments ▾](#)

512 shares



 Write a comment...
 



**Jean Williams** What a happy flower 😊😊  
 Unlike · Reply · 👍 3 · 29 March at 11:50

**Society**  
 27 March at 12:47 · 🌐
 [Like Page](#)

ived the best Easter egg ever or has bank Holiday - or maybe both! You too in RHS or Partner Garden this Easter - h-form and find a garden near you.



[Boost Post](#)

42 Comments 512 Shares

rare

**43,467** People Reached  
**3,604** Reactions, comments & shares

<b>2,792</b> Like	<b>2,180</b> On post	<b>612</b> On shares
<b>114</b> Love	<b>89</b> On post	<b>25</b> On shares
<b>38</b> Haha	<b>35</b> On post	<b>3</b> On shares
<b>18</b> Wow	<b>13</b> On post	<b>5</b> On shares
<b>1</b> Angry	<b>0</b> On post	<b>1</b> On shares
<b>124</b> Comments	<b>52</b> On Post	<b>72</b> On Shares
<b>523</b> Shares	<b>512</b> On Post	<b>11</b> On Shares

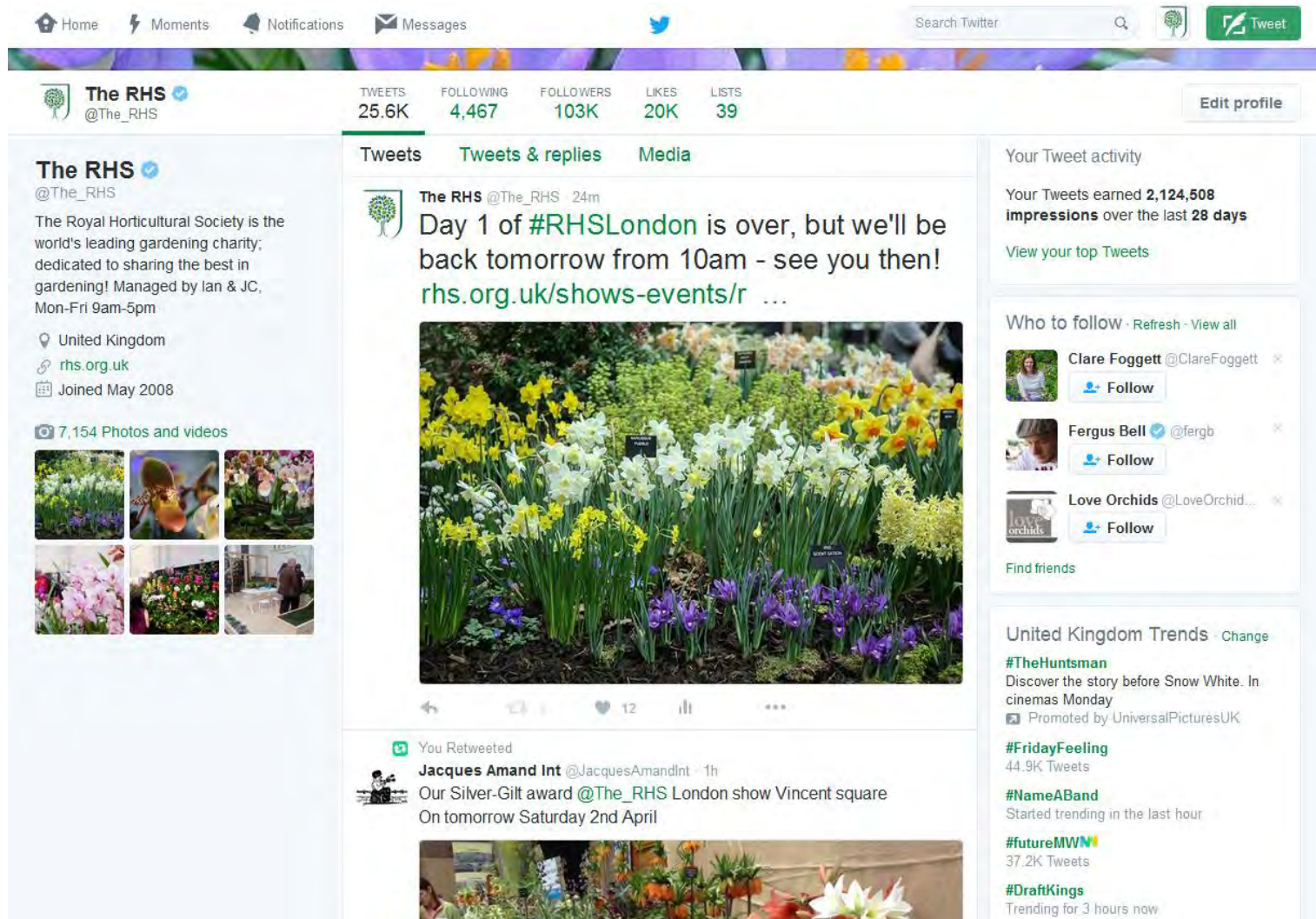
**2,290** Post Clicks

<b>568</b> Photo views	<b>46</b> Link clicks	<b>1,676</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>20</b> Hide Post	<b>6</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

# How it actually works: Twitter



Home Moments Notifications Messages

Search Twitter

**The RHS** @The\_RHS

TWEETS 25.6K FOLLOWING 4,467 FOLLOWERS 103K LIKES 20K LISTS 39

Edit profile

**The RHS** @The\_RHS

The Royal Horticultural Society is the world's leading gardening charity; dedicated to sharing the best in gardening! Managed by Ian & JC, Mon-Fri 9am-5pm

United Kingdom

rhs.org.uk


Joined May 2008

7,154 Photos and videos

**Tweets** Tweets & replies Media

**The RHS** @The\_RHS · 24m

Day 1 of #RHSLondon is over, but we'll be back tomorrow from 10am - see you then! [rhs.org.uk/shows-events/r](https://rhs.org.uk/shows-events/r) ...




12

You Retweeted

**Jacques Amand Int** @JacquesAmandInt · 1h

Our Silver-Gilt award @The\_RHS London show Vincent square On tomorrow Saturday 2nd April



**Your Tweet activity**

Your Tweets earned **2,124,508 impressions** over the last 28 days

[View your top Tweets](#)

**Who to follow** · Refresh · View all

**Clare Foggett** @ClareFoggett

Follow

**Fergus Bell** @fergb

Follow

**Love Orchids** @LoveOrchid...

Follow

[Find friends](#)

**United Kingdom Trends** · Change

**#TheHuntsman**

Discover the story before Snow White. In cinemas Monday

Promoted by UniversalPicturesUK

**#FridayFeeling**

44.9K Tweets

**#NameABand**

Started trending in the last hour

**#futureMWN**

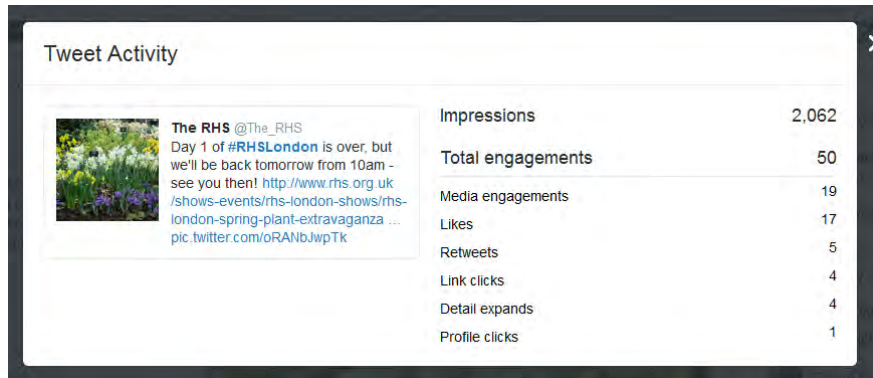
37.2K Tweets

**#DraftKings**

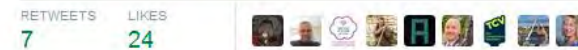
Trending for 3 hours now



# How it actually works: Twitter



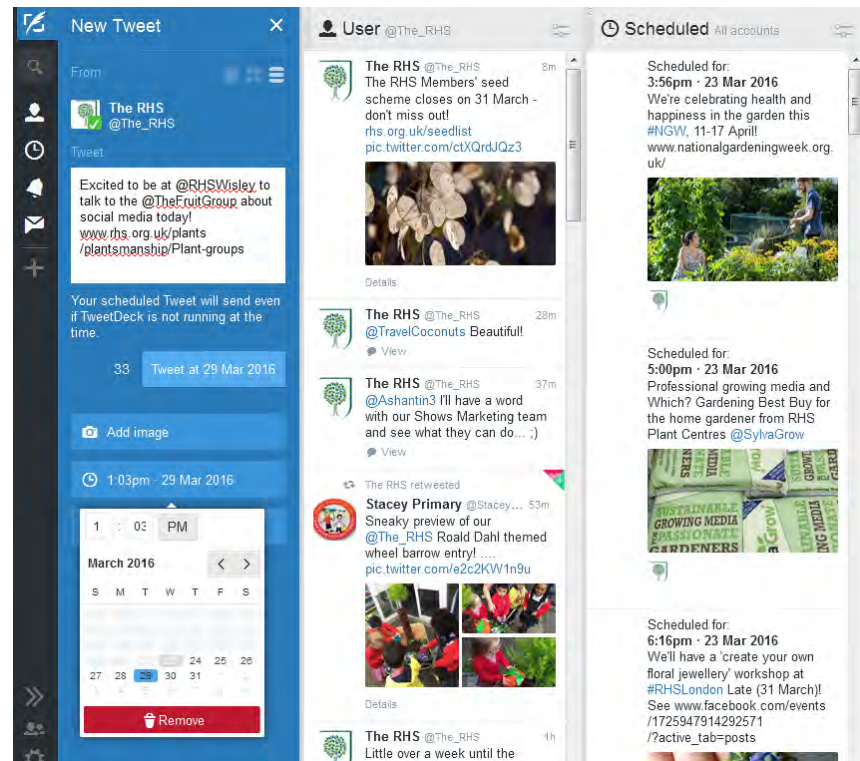
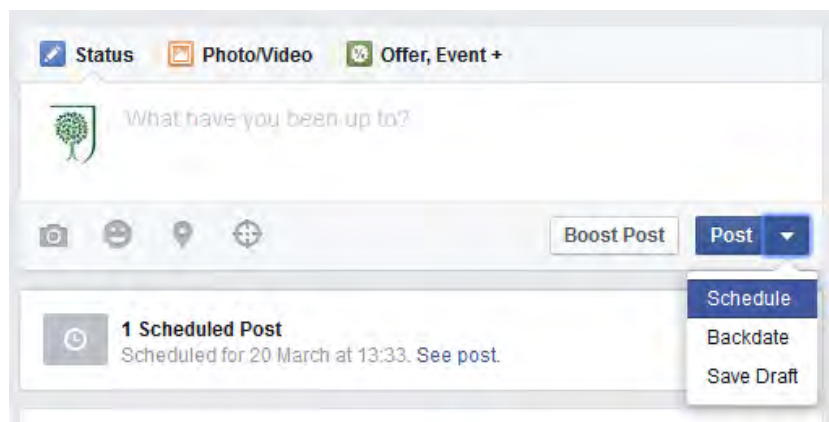
Last night saw the 2016 @RHSBloom award-winners crowned, and Ahoghill took the top gong of Champion of Champions - congratulations!



10:33 AM - 15 Oct 2016



# Time-saving tips



- ❖ Warning
  - ❖ Don't 'link' accounts... each platform is different and needs to be treated as such! However the content can be copy, pasted and tailored.



# Groups vs Pages

- **Page:** public-facing, anyone can join, anyone can comment, easier to find
- **Group:** can be set to be private/invite only, harder to find, guarantee those contributing are those you know or want

Either one, you need to share the URL to increase followers, link from website/emails, word of mouth, create shareable content etc.

# Ways of Working

- ❖ Importance of photography and videos: don't underestimate the value for you and for engagement as well as press
  - ❖ Never forget your phone/camera!
- ❖ Show your personality and your passion!
- ❖ For specific social media questions, please email me on [socialmedia@rhs.org.uk](mailto:socialmedia@rhs.org.uk)
- ❖ Don't be afraid of it – experiment and have fun!