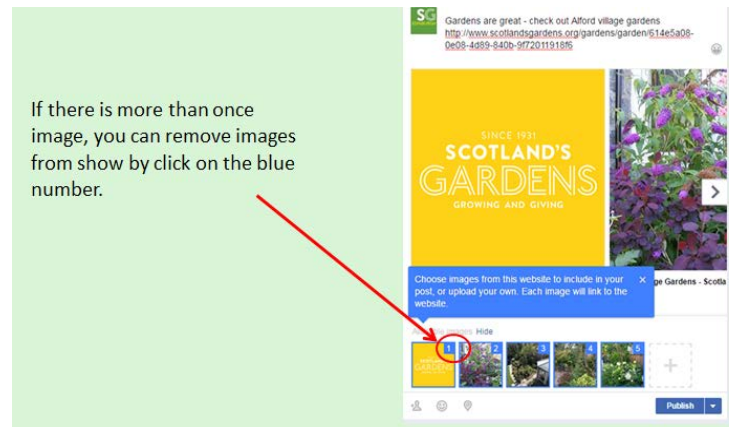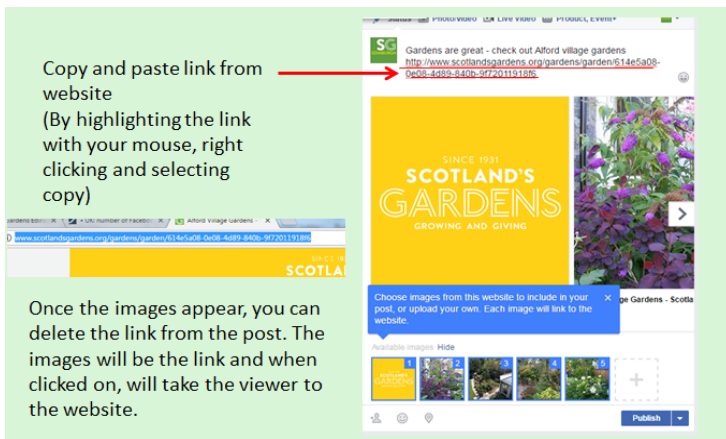## Scotland's GARDENS Scheme
OPEN FOR CHARITY

Post: Open gardens, photos, videos, links, money raised from a garden, garden tips, recipes from the garden, info from other districts pages, occasional events from local landmarks/ estates.

How often to post?

- At least once a month
- Make a calendar: featuring your garden openings and filler content.
- Schedule posts on garden openings (The drop down arrow next to publish on the post)

What to do:

- Stay current – change your cover photo to reflect the seasons
- Put posts in context & make consumer friendly content.
- Adjectives: you can be more gushy on social media & it doesn't sound too flowery.
- CTA – Call To Action. Encourage people to attend a garden or go to a plant stall
- Chat to people who comment on your posts!

Copy and paste link from website
(By highlighting the link with your mouse, right clicking and selecting copy)

Once the images appear, you can delete the link from the post. The images will be the link and when clicked on, will take the viewer to the website.

If there is more than once image, you can remove images from show by click on the blue number.


Sharing
"Social media: scratch my back and I'll scratch yours"
- Don't really want to share more than 1/3 of the time.
- Share button, then 'Share to a page'

Tag in charities to let them know gardens are opening for them/ how much money you've raised.

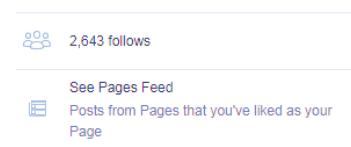To tag you just type '@' followed by the name of the charity (can be different on Facebook)

Like other pages, e.g. local landmark/estates, charities your gardens support, gardening pages:
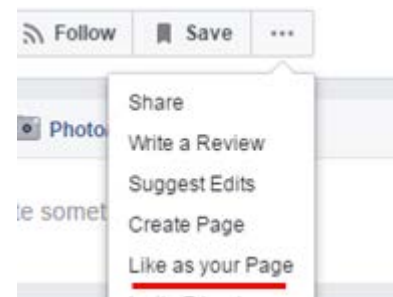
Creating an Event, click on Events on Left hand Side of Newsfeed and then 'Create an Event' in middle of new screen.
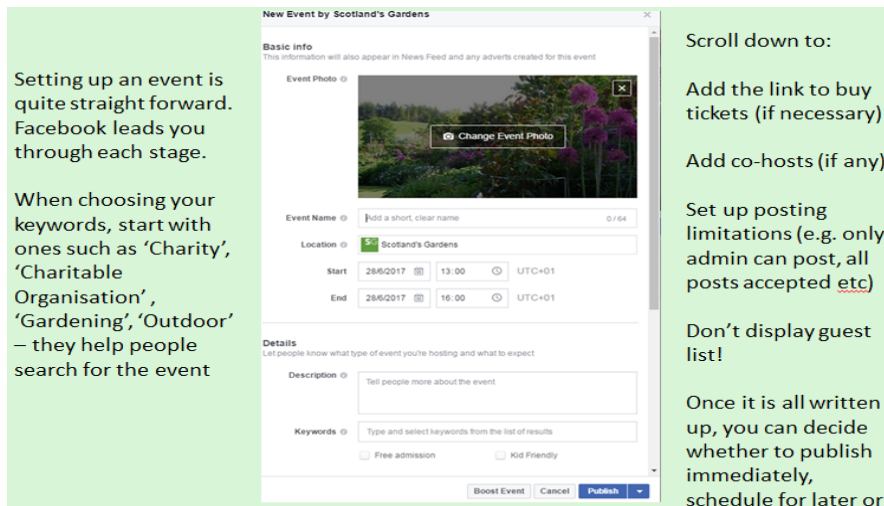
See posts by pages followed by your page:

Keep in mind:

SGS – this is for people who understand who we are. Remember that you're trying to attract an audience that is bigger than keen gardeners.

Setting up an event is quite straight forward. Facebook leads you through each stage.

When choosing your keywords, start with ones such as 'Charity', 'Charitable Organisation', 'Gardening', 'Outdoor' – they help people search for the event

Scroll down to:

Add the link to buy tickets (if necessary)

Add co-hosts (if any)

Set up posting limitations (e.g. only admin can post, all posts accepted etc)

Don't display guest list!

Once it is all written up, you can decide whether to publish immediately, schedule for later or