

PROMOTING YOUR OPEN DAY

We promote garden openings in a number of different ways and this guide provides an overview of things you can do yourself to promote your garden openings. If you would like more help with promotion from Head Office please get in touch by email info@scotlandsgardens.org or call 0131 226 3714.

TOP TIPS TO PROMOTE YOUR GARDEN OPENINGS:

- Good photographs - having great photographs of a garden is a fantastic and easy way to promote a garden opening, so please send any new pictures to info@scotlandsgardens.org and we will add them to your listing.
- Blogs – send us your stories and tell us what you're up to so we can post them on our blog page and link to your garden open day listing.
- Videos – these are very popular on our YouTube channel. Please let us know if you'd like to share a video tour of your garden or check out our 'How To' guide for creating video tours.
- Social media – promote your openings using social media and make sure to follow and tag central Scotland's Gardens Scheme accounts so we can share your posts to a wider audience.

SCOTLAND'S GARDENS SCHEME SOCIAL MEDIA ACCOUNTS:

- **Instagram:** <https://www.instagram.com/scotlandgardenscheme/>
- **Facebook:** <https://www.facebook.com/scotlandsgardens>
- **Twitter:** <https://twitter.com/scotgardens>
- **YouTube:** <https://www.youtube.com/@ScotlandsGardensScheme>
- **TikTok:** <https://www.tiktok.com/@scotlandsgardens>
- **LinkedIn:** <https://www.linkedin.com/company/scotland-s-gardens-scheme/>

OTHER WAYS YOU CAN ADVERTISE GARDEN OPENINGS:

- Use Scotland's Gardens Scheme posters in local shops, community centre, libraries, leisure centres, etc. Discuss with your District Organiser.
- Try to place a free article about the opening/ plant sale/ charities involved, in your local paper, local magazine, church magazine, etc. at least a week ahead.
- Contact your local horticultural society, U3A group, WRI or other local groups to tell them about your open day.