



Creating Social Media that Hooks and Engages

Scotland's
GARDENS
Scheme
OPEN FOR CHARITY

Taylor
COMMUNICATIONS

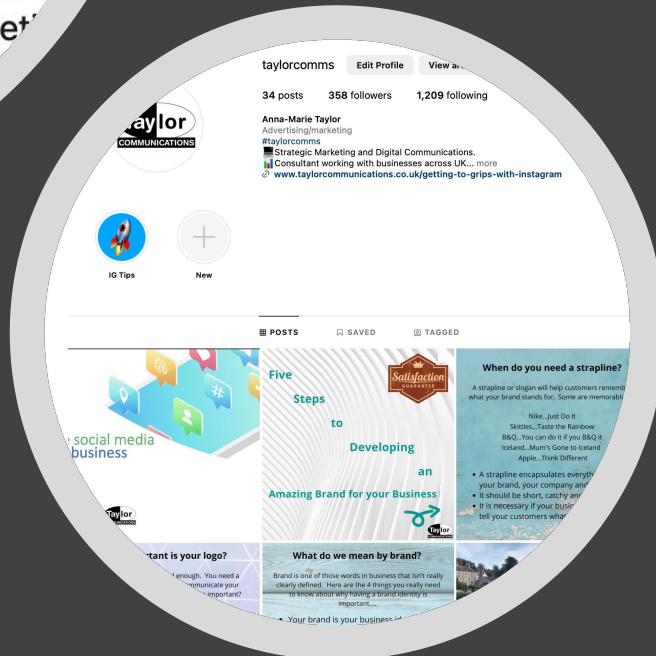


Anna-Marie Taylor FCIM

Director, Taylor Communications; Marketer, Director
Adviser & Outsourced Marketing Manager. C
Innovation Accelerator Programme. Market
Scotland.

Glasgow Area • [Contact info](#)

communications



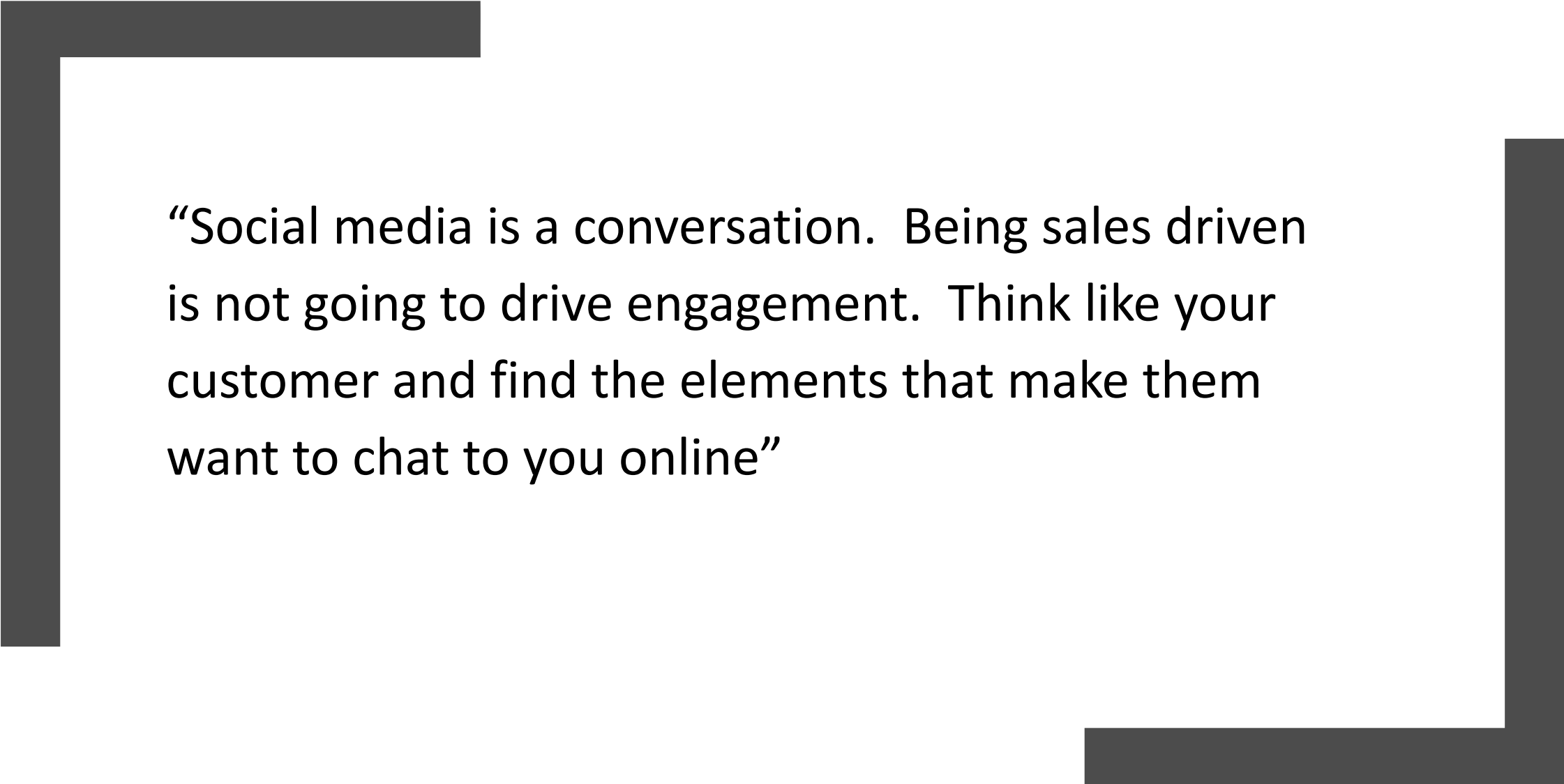
Strategic Marketing and Digital Communications

www.taylorcommunications.co.uk

We are a market
digital marketing
consultancy helping
customers achieve
goals

Agenda

- 1. Why social media?**
- 2. What makes good content for social?**
- 3. Different content for Facebook and Instagram**
- 4. Useful tools**

The text is framed by two dark grey L-shaped brackets. One is on the top-left, and the other is on the bottom-right, both pointing towards the center of the text.

“Social media is a conversation. Being sales driven is not going to drive engagement. Think like your customer and find the elements that make them want to chat to you online”

Why social media matters



Build Brand Awareness and Reputation



Enhance Customer Engagement / build relationships



To drive traffic to your website or ecommerce shop



Nurture a community of loyal customers, fostering brand loyalty and ensuring your voice is heard



Generate followers and new garden customers

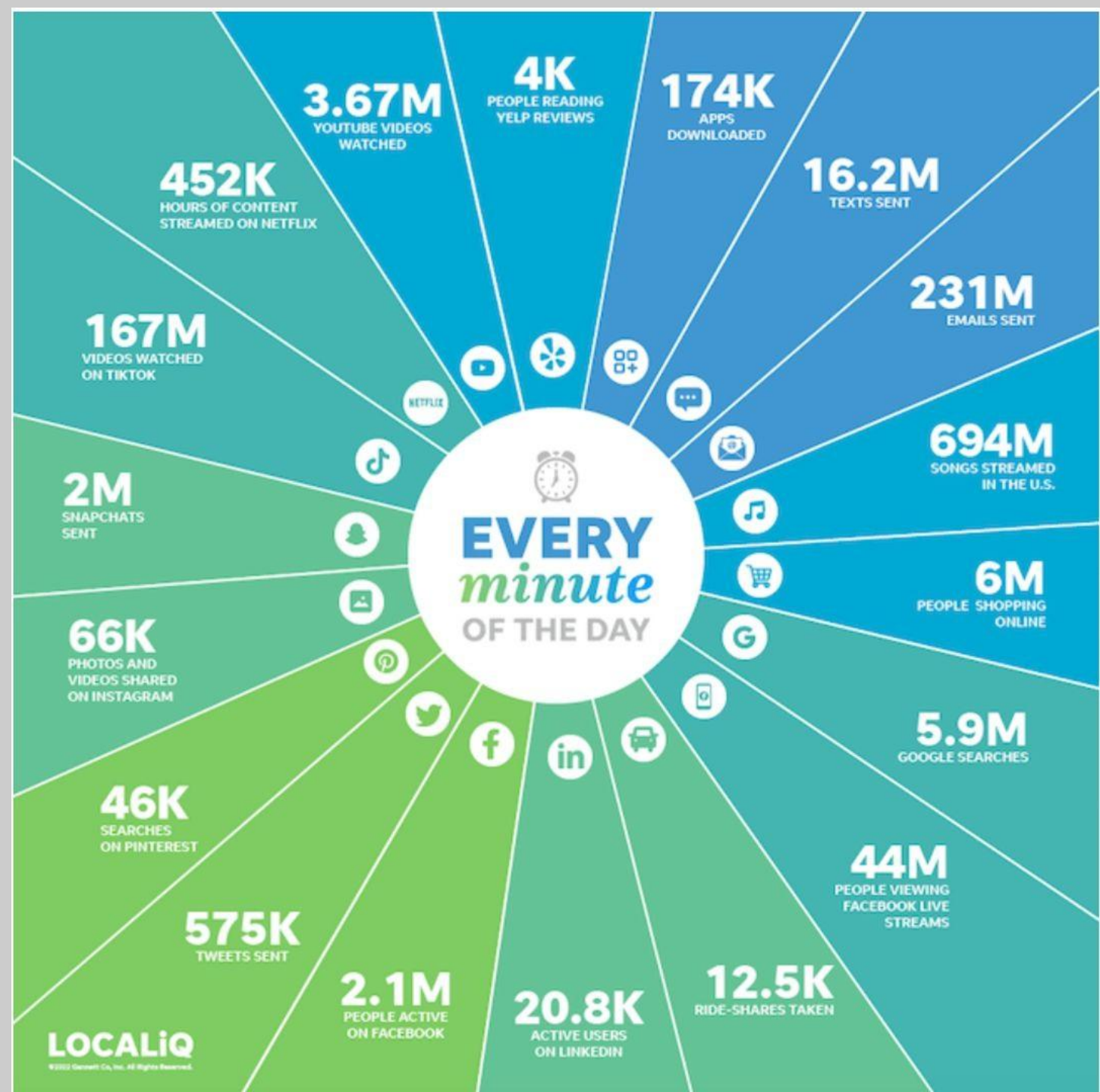


To provide customer support



Competitive Advantage - be ahead of the curve through tracking online conversations

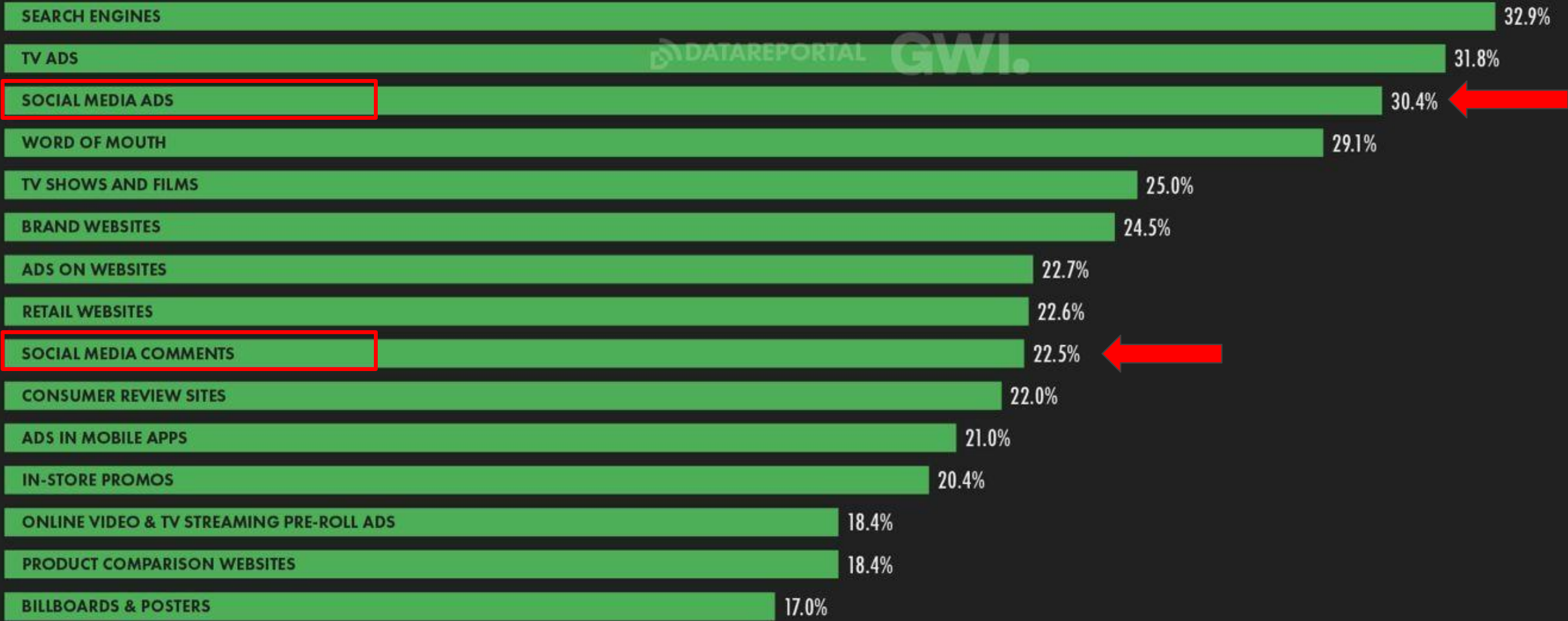
The internet is a very busy place. So, you need to make your brand stand out!



OCT
2025

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16+ WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



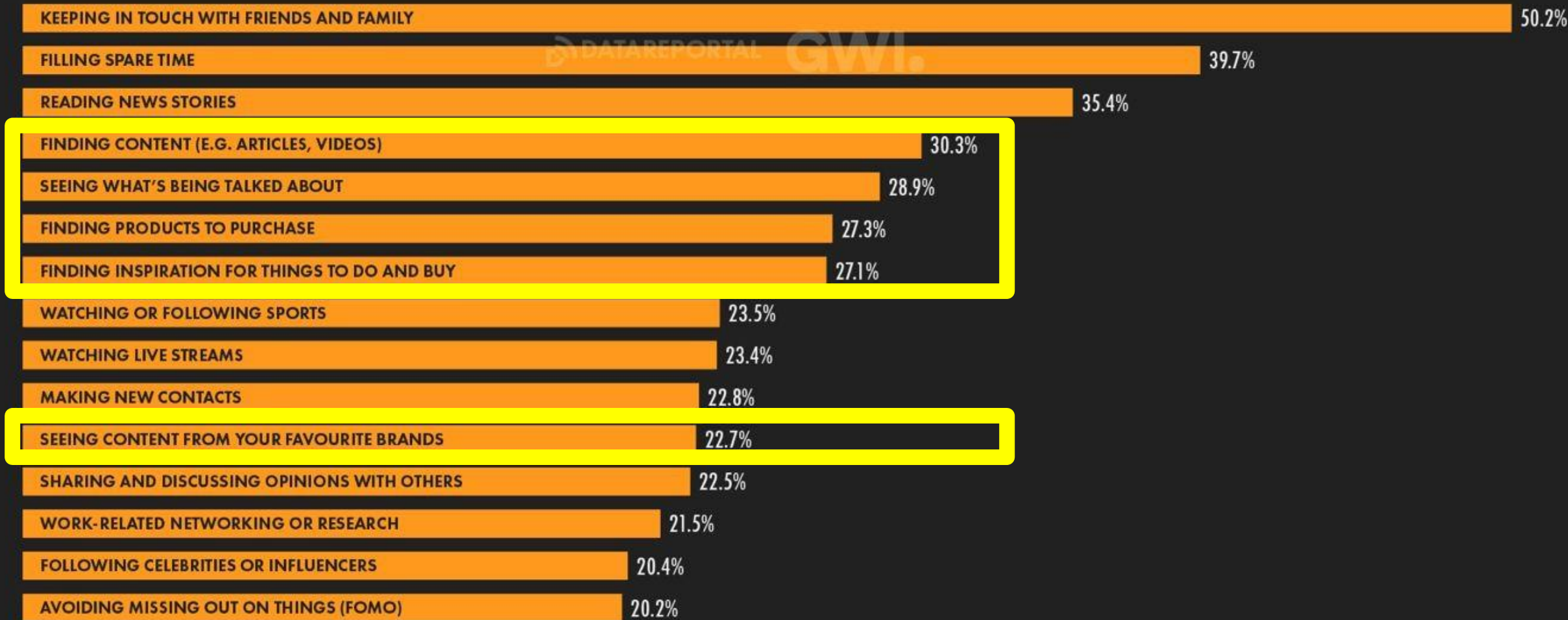
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2025

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



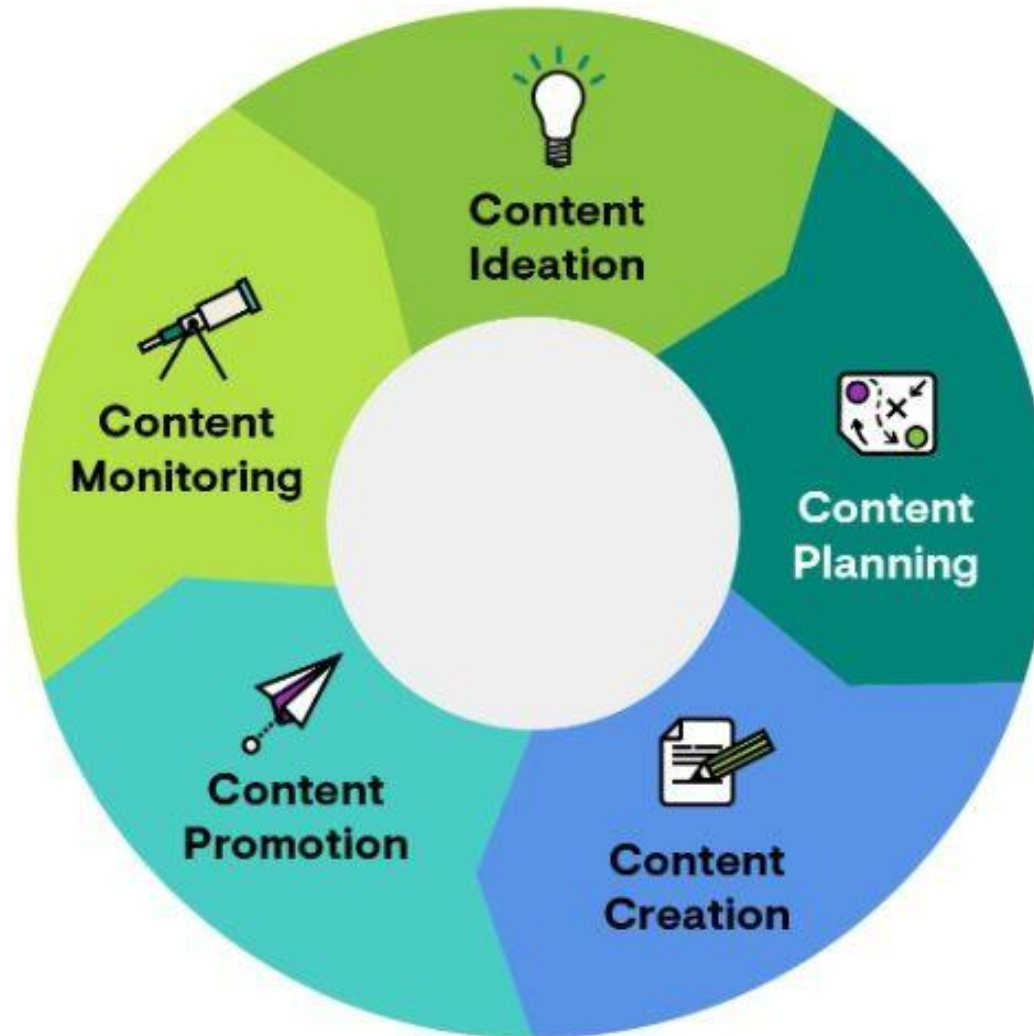
GLOBAL OVERVIEW



**It's all about the
Content**



The Content Lifecycle



**Creating
Content
should
always
be in
your
radar**

4 Core Content Types

Don't just post stuff for the sake of it... what are you trying to achieve?



Promote

Promote your product and offers, with direct response content and Call to Actions



Educate

Educate customers, show them the WHY behind your brand



Inspire

Inspire people to want to purchase your products/ services. Show them your brand mission and personality



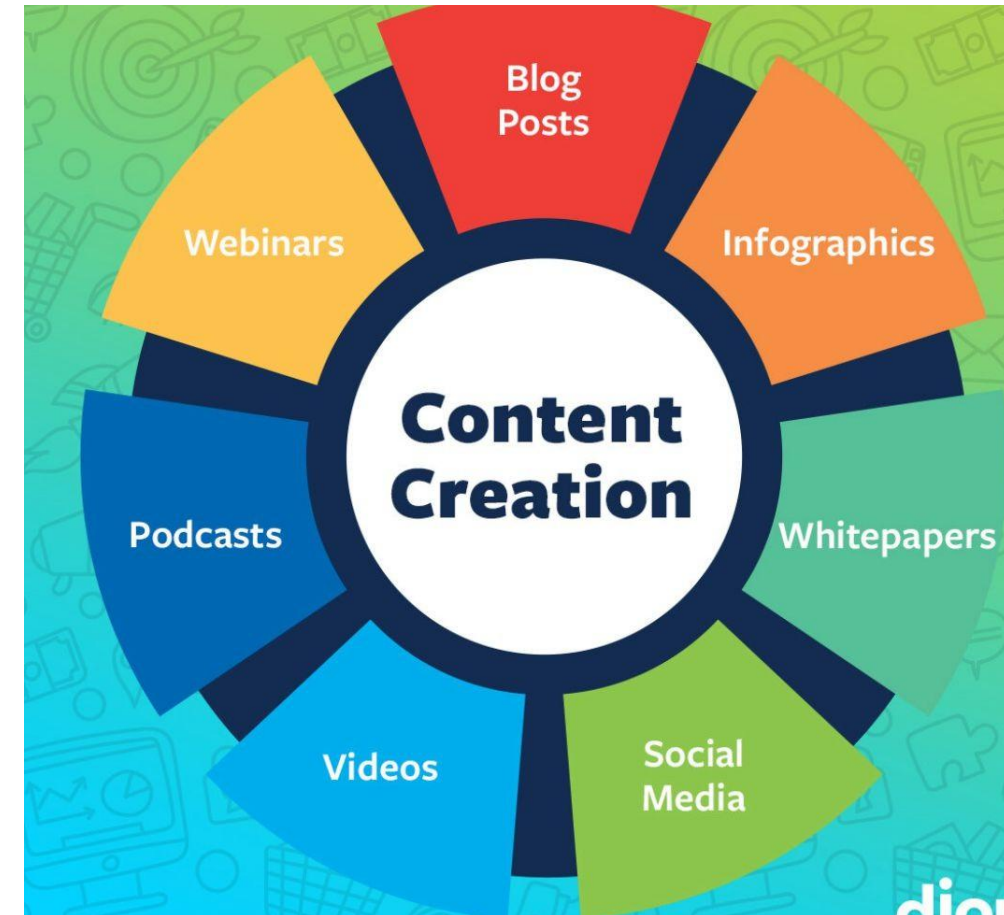
Entertain

Entertain your audience with fun, relatable content that links to your brand

Types of Content

Coming up with Content Ideas

- **Different content formats:** Images, videos, stories, live streams, polls, quizzes, and more.
- **Think about what your audience wants to see :** Share valuable information, entertain them, or inspire them.
- **Select platforms where your target audience spends their time:** Not all platforms are created equal.
- **Tailor your content to each platform:** Different platforms have different formats and best practices.



How to improve reach and engagement

1. Prioritise Engagement Signals - Algorithms reward content that gets:

- Comments
- Shares
- Saves (especially on Instagram)
- Watch time (Reels, TikToks YouTube Shorts)

2. Make Content That Stops the Scroll - People don't ignore good content—they just scroll past bad or bland content.

- Strong hooks in the first 3 seconds or first line
- Bold visuals
- Relatable or emotional storytelling

3. Focus on Relevance

- Speak directly to your niche or community.
- Use language, words or topics your audience cares about.
- Don't chase trends unless they make sense for your brand.

4. Repurpose Top-Performing Content - Take your best-performing post and reuse it:

- Turn a video into a Reel
- Convert a Blog into an Instagram carousel
- Post a Story recap of a popular post

5. Search & Keywords

- Use searchable keywords in captions, subtitles and alt descriptions
- Treat platforms like search engines.

Examples of top performing content



mikesqw and 2 others
Seend, Wiltshire

mikesqw 🌿 National Garden Scheme visits 🌿

There is surely nothing more wonderful than a @nationalgardenscheme open day! Seeing a team of good spirited volunteers come together to welcome hordes of garden lovers to marvel at beautiful spaces!

Today's visit was to the magnificent Seend House and Brow Cottage in Seend, Wiltshire. Both were absolutely magnificent, in spite of the rain! (Although @todwhippet was less impressed by the weather!)

It was particularly wonderful to spend the afternoon with fabulous friends too! Cake, gardens and friends is an unbeatable combination! (Especially when the cake is as good as today's was! I ate it before I had chance to snap a photo! 🍰)

The final three photos I think sum up my inner weather monologue today!

Also a special thank you to @beaumontandbear for my gorgeous gifted jumper! I adore it!!

#garden #gardens #gardening #fyp #whippet

maud_seendgarden Thank you for visiting and braving the weather 🌧️🌧️🌧️

mikesqw 🌧️ I sort of love April showers, but @todwhippet is not a fan!

Collaborators

- mikesqw Mike S Q Wilkins Follow
- nationalgardenscheme Follow
- wiltshirengs Follow

Why?

- Shared by mikesqw who has 37.1k followers
- Picture with people in it / Umbrella draws the eye
- Good lighting/nice background
- Cute picture of a dog (always drives engagement)
- 776 Likes and 33 comments
- Has collaborated with Wiltshire NGS and National Garden Scheme in the post

776 33

National Garden Scheme
16 April at 09:05

🌿 The Big British Garden Survey 🌿

Gardens are wonderful spaces often full of colour, scent and plants, but look a little deeper and you might reveal something more – a rich biodiversity of wildlife. But do you know what's there? We're inviting people across the UK to take part in our Big British Garden Survey to help build a national picture of where wildlife is thriving in gardens and where there may be opportunities to encourage more biodiversity.

The results of this important new survey will help us understand the role that thousands of gardens play and to champion ways in which gardeners can continue to support wildlife conservation in the UK, says National Garden Scheme President, Alan Titchmarsh. "I would encourage everyone with a garden to explore their own patch of earth and contribute to this fascinating survey."

Click the link and take part
<https://ngs.org.uk/the-big-british-garden-survey>
@ukceh



141 10 144

Most relevant

Pascale Wilkinson
It's becoming more and more incumbent on individuals to protect our nature whilst the govt seems intent on destroying it with concrete.
Great initiative - well done.
#VoteForNature
1w Like Reply

Ros Bissell
Alan Titchmarsh should visit Moors Meadow Gardens if he wants to see a garden tended for wildlife.
1w Like Reply

R K Kenyon Moore Art, Wildlife & Nature Wellbeing
Get yourself a garden minimeadow! Some of our native grasses and other plants were already in the lawn... Some were the "weeds" growing in the cracks in the pavement. Some of our plants are from garden centres such as the Cowslips and Snakes head fritillary... After five or six years we now have breeding butterflies including Speckled wood, Meadow brown, Gatekeeper, Ringlet and Large skipper. Holly and Ivy keep our Holly blues going and we have many moth species which like grasslands including Ruby tiger, Cinnabar and Smokey wainscot, as well as those toy normally find on your shrubby bits including Puss moth, Poplar hawk moth and Vapourer moth.... Give it a go! 🦋🦋🦋
1w Like Reply

Lisa Bennington
Fantastic!
1w Like Reply

Top fan
National Garden Scheme Lancashire, Merseyside & Greater Manchester
A great opportunity to be part of mapping the biodiversity in our green spaces.

Why?

- Relevant content
- Simple but bright, colourful image
- Audience is genuinely interested in the outcomes of the survey
- Everyone has an opinion and wants to share this with their own followers and have tagged organisations to increase participants

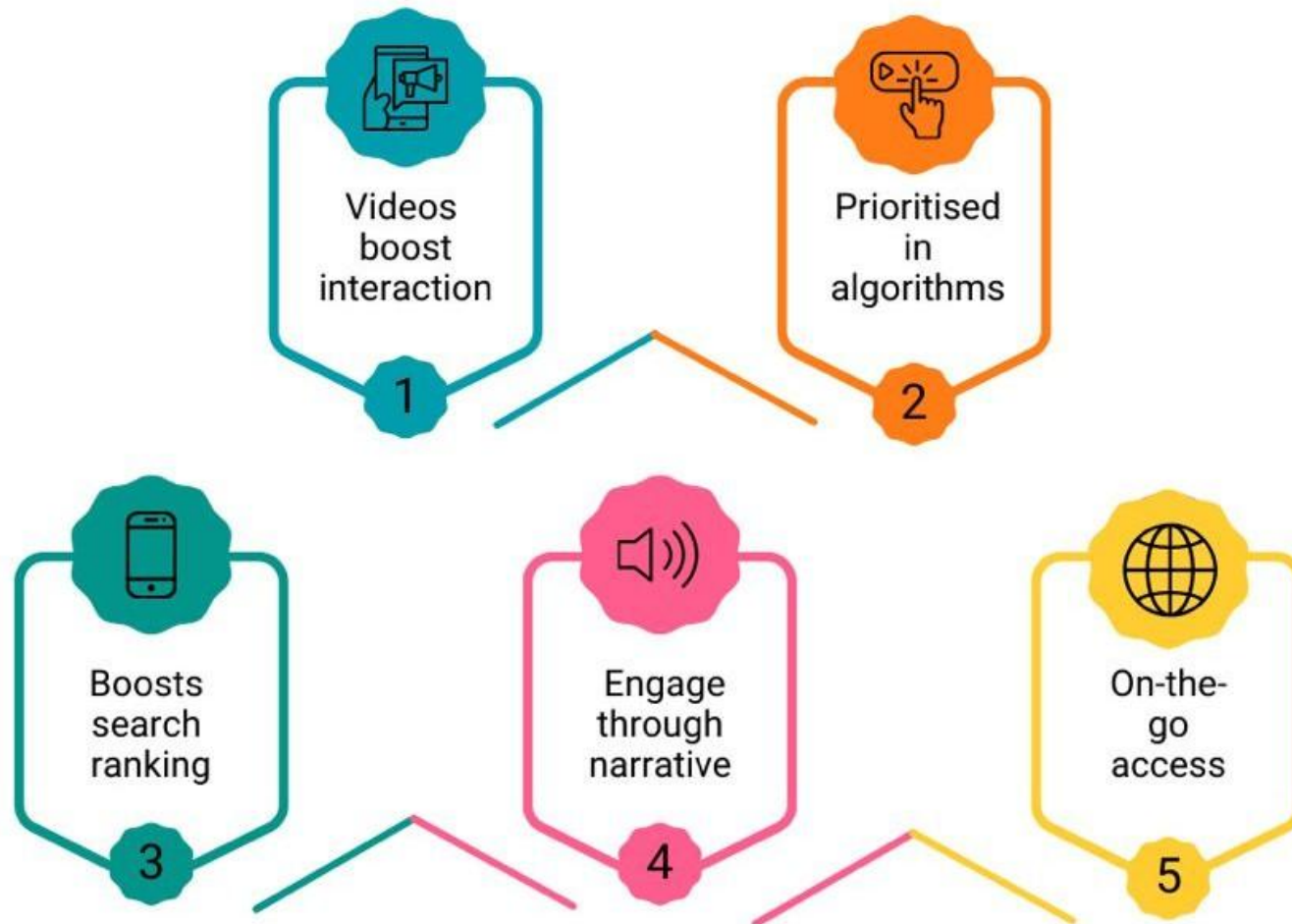
Do's and Don'ts around creating content

Do's	Don'ts
Consider what you want the post to do	Don't post without a clear purpose.
Tailor content to the audience and platform.	Don't use the same content everywhere without adapting it.
Use clear, high-quality visuals.	Don't publish blurry images, cluttered, or hard-to-read content.
Keep messages focused and easy to scan.	Don't overload posts with too many ideas or hashtags.
Provide value through education, entertainment, or insight.	Don't make every post overly promotional.
Use accurate information and credit sources.	Don't copy content or make unsupported claims.
Encourage comments, shares, and responses.	Don't ignore audience engagement.
Review insights to improve future posts.	Don't rely only on likes or vanity metrics - aim for shares, comments and engagements.
	Don't just cut and paste from AI tools like Chat GPT - check spelling, relevance, tone of voice and grammar

**Video is
Key!**



People choose video over an image or text every time....



Why video matters for your digital marketing

Why video matters for your digital marketing

- People watch an average of **17 hours of online video** per week
- Facebook has over **8 billion** daily video views
- **66% of consumers** find short-form videos the most engaging type of content on their social feed
- **Reels** (on Facebook and Instagram) target people out-with your current followers, so this reaches new people who can become followers of your pages.

<https://www.oberlo.co.uk/blog/video-marketing-statistics>
[s https://biteable.com/blog/video-marketing-statistics/](https://biteable.com/blog/video-marketing-statistics/)
<https://www.wyzowl.com/video-marketing-statistics>

Video is a powerful way to build customer relationships



KNOW

REELS help you get discovered by new strangers

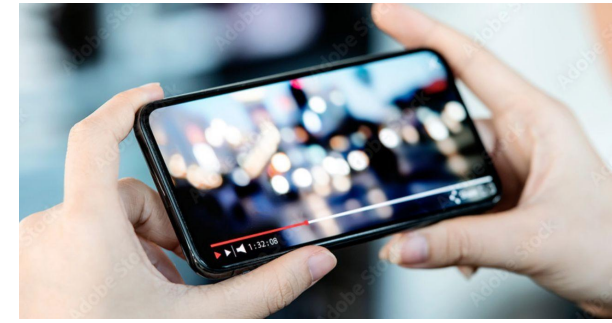
LIKE

Video can significantly increase customer interest and brand appeal

TRUST

Gives your audience evidence to trust you as they hear from real people

Ideal Video Timings and Formats



It will depend on the type of video you are creating, but guidance shows...

	Format	Ideal Length	Viewer Engagement	Max length available
Instagram	4:5 Grid Post Portrait mode works best (1080 x 1350 pixels)	15–30 seconds	60–70%	90 secs - Reel 1 hour on your feed 60 secs on Stories
Facebook	Portrait Mode Works Best 1080 x 1080 pixels	Videos that perform best are 15–60 seconds long	40–50%	90 secs - Reel 4 hours on your feed 60 secs on stories 8 hours Lives

What do you need?



Selfie Stick



Bluetooth Microphone

Good natural outdoor lighting

Select engaging music

Editing Software such as the InShot or Capcut Apps

Telling Stories



An emotional story to support the charities



**Demonstrations of
things people can do
that are nature based.**



Ask Questions and get people to share their thoughts/opinions/ideas to drive comments and shares

How did you get involved in Scotland's Garden Scheme?

User Generated Content (UGC)

Most authentic way to market your brand.

UGC SM campaigns see 50%

[higher engagement.](#)

80% of consumers say UGC impacts their decisions.

Benefits

- increased authenticity
- higher engagement
- improved brand credibility
- stronger community building
- valuable customer insights
- and potential for higher conversion rates, as consumers tend to trust the opinions of real people more than direct brand marketing

Interview your garden owners and ask them to share information about their gardens, shrubs, what's in bloom, biodiversity, the charities they have decided to support to drive conversations.

An image, or even better video, of themselves in their gardens talking about their plants, wildlife, insects etc. will gain much more engagement than just still images.

Instagram and Facebook

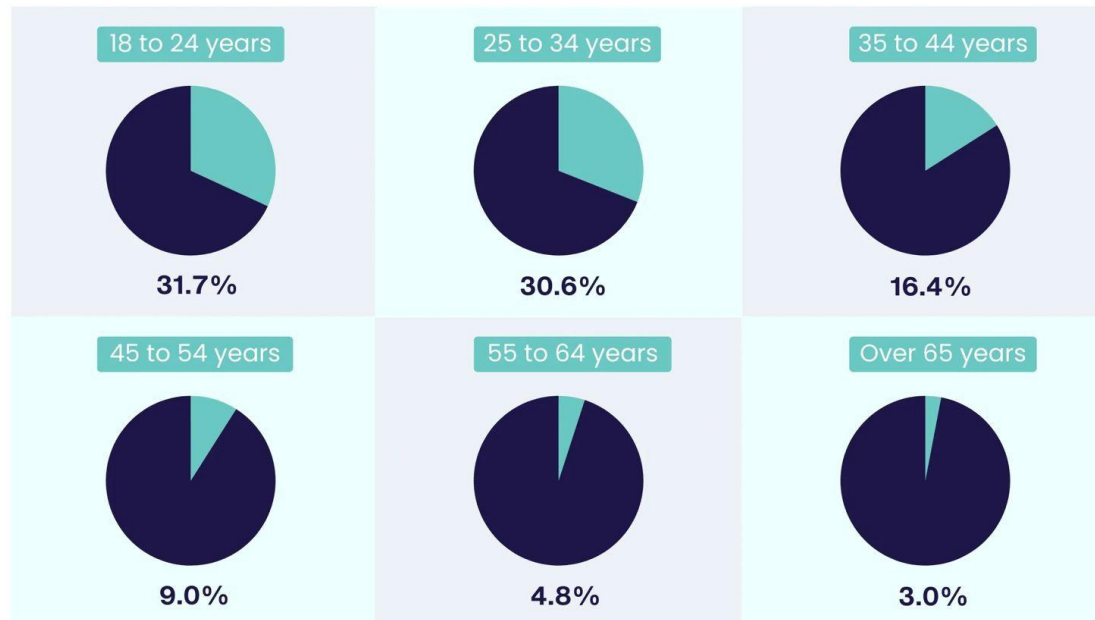




The ins and out of Instagram

Instagram's audience profile

Distribution Of Global Instagram Users By Age



Age: The largest demographic is typically between 18 and 34 years old. However, the segment aged 35-44 is growing rapidly.

Gender: Women tend to outnumber men, especially in younger age groups.

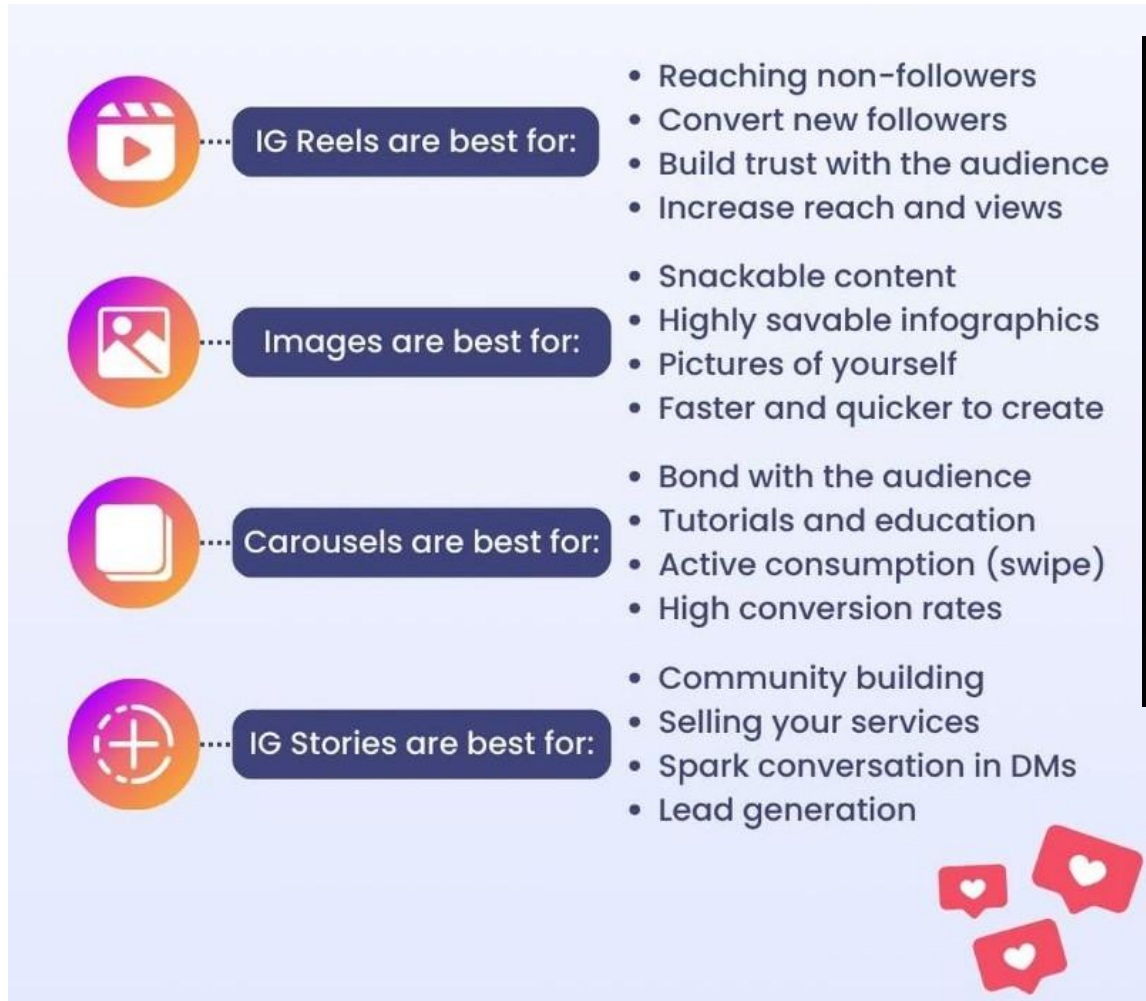
Location: While Instagram is used nationwide, usage is particularly high in urban areas.

Interests: Instagram is popular among individuals interested in:

- Visual content (e.g., photography, art, fashion)
- Social connections and networking
- Entertainment (e.g., celebrities, influencers)
- Lifestyle and trends


Trends: A growing number of people are switching over from Facebook to Instagram.

Create content with 'purpose'



The infographic lists four content types with their respective purposes:

- IG Reels are best for:**
 - Reaching non-followers
 - Convert new followers
 - Build trust with the audience
 - Increase reach and views
- Images are best for:**
 - Snackable content
 - Highly savable infographics
 - Pictures of yourself
 - Faster and quicker to create
- Carousels are best for:**
 - Bond with the audience
 - Tutorials and education
 - Active consumption (swipe)
 - High conversion rates
- IG Stories are best for:**
 - Community building
 - Selling your services
 - Spark conversation in DMs
 - Lead generation



BASED ON CREATOR ENGAGEMENT PATTERNS

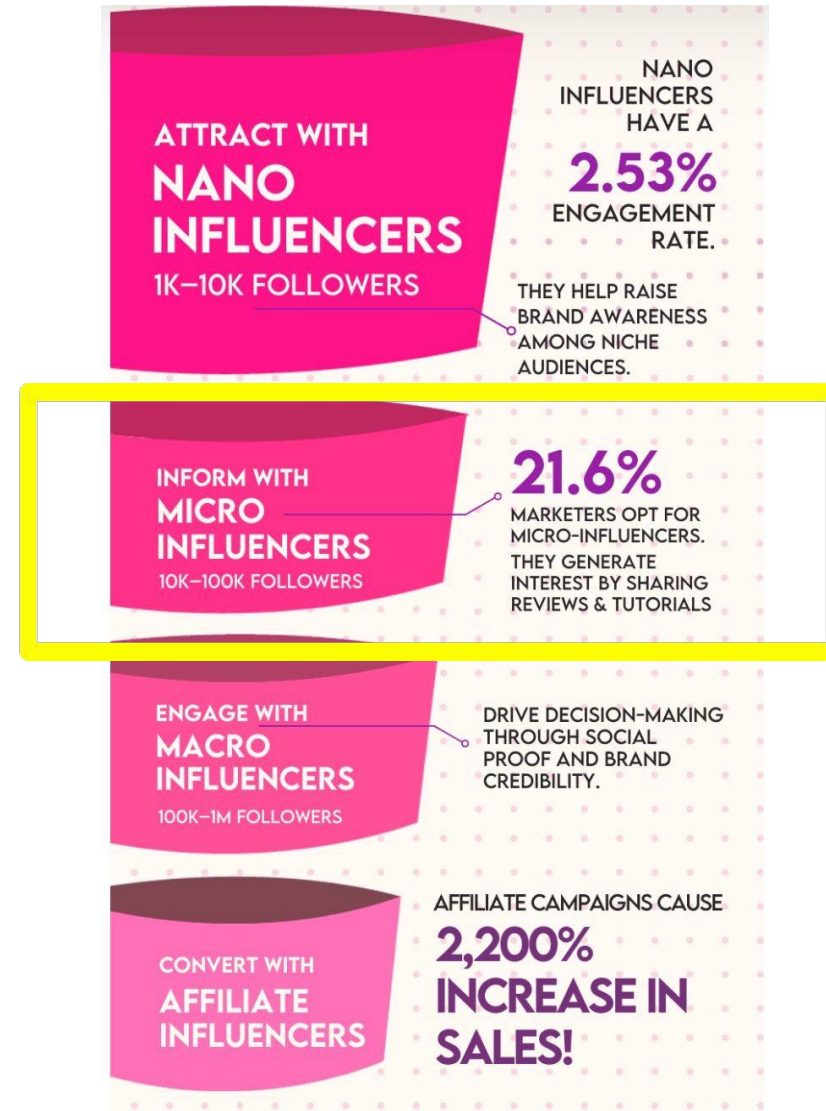
DAY	BEST TIME TO POST	ENGAGEMENT LEVEL
MONDAY	6:00 PM – 8:00 PM	78%
TUESDAY	12:00 PM – 2:00 PM	72%
WEDNESDAY	7:00 PM – 9:00 PM	96%
THURSDAY	6:00 PM – 8:00 PM	76%
FRIDAY	5:00 PM – 7:00 PM	73%
SATURDAY	11:00 AM – 1:00 PM	68%
SUNDAY	7:00 PM – 9:00 PM	74%

PEAK ENGAGEMENT

According to Meta Suite 7 pm is the best time for posting but look at your own engagement stats.

Influencer Marketing is on The Rise


Instagram influencer marketing removes the barriers of traditional advertising because customers are introduced to your brand from a trusted source (the influencer) on an authentic, casual platform (Instagram).








Example Influencer in your space...buildingafoodforest_scotland






< buildingafoodforest_sco... ⋮






 **KATRINA & CLAYTON |**
Permaculture, Gardening,
Eco Tips





5,243 posts **45.4K** followers 1,366 following

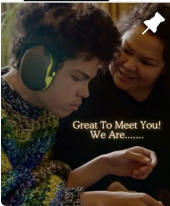

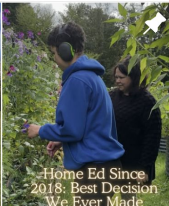
 Garden•Eco•HomeEd Life: Mum & Autistic Son
 Slowly Turning Lawn Into A Food Forest
 Children's Author, Blogger & Columnist
  Sign Up: Weekly Blogs
beacons.page/katrinaandclayton

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 Sensory  SeedFolk  Our Bo...  ECO Ga...  Featur



Approximately 38.3 million people in the UK were active users of Facebook in early 2026

- The average user spends 30 minutes on Facebook every day.
- The age group 25 to 34 is the most active on Facebook in the UK, but actually older people engage on Facebook more
- 53.3% of Facebook users in the UK are women
- Video posts generate 59% more engagement than other formats
- Facebook Stories reach 500 million users daily



Best type of content to share ...

IMAGES
The classic - static, simple, and low cost

BEST FOR:

- General use
- Making creative on a budget

CAROUSEL
The showcase - comprised of up to 10 images for users to scroll through

BEST FOR:

- Highlighting multiple products or features of one product
- Creating one large panorama image

VIDEO
The narrative - dynamic creative made of video or GIF-like graphics

BEST FOR:

- Showing your product/service in motion
- Telling a story

Things to remember

*Consistency in posting is crucial for higher engagement and better reach. Aim for at least 3 posts per week.

*Types of content to post include status updates, videos, polls, and user-generated content.

*Timing your posts optimally is critical to reaching more users.

*Regular analysis of Facebook post performance helps refine your strategy.



6pm best time for posting

Useful Tools



[Canva](#) - for creating flyers, social media posts, posters, edit video content etc



Image sites : [Shutterstock](#) (paid) | [Pexels](#) (free) | [Unsplash](#) (free) | [Pixabay](#) (free)
[Fiverr.com](#) : community of freelancers who can create logos/blogs/websites/content etc from £5



Analyse your website performance : www.ahrefs.com



[WordStream's Free Keyword Tool](#) | [Google's free Keyword Planner](#) great for searching for keyword trends. [Answer the Public](#) is an excellent free question keyword tool.



Hashtag Search :
<https://hashtagify.me>



Video Editing : [Capcut](#) | [Inshot](#)



Social Media Content Calendar – [Hootsuite](#) [Hubspot Social Media Planner](#)

link cumulator tool - bringing together all your links into one place



Creative Commons music libraries : [Free Music Archive](#) [Uppbeat](#)



Social Media Scheduling Tool : [Buffer](#) | [Metsuite](#) | [Hootsuite](#) | [Loomly](#)

Short-Form Video Rules: Instagram and Facebook Reels remain the top content format, demanding high-quality, entertaining short-form content.

Social Search & SEO (Search Engine Optimisation): Users are increasingly searching for brands and products directly within Instagram and Facebook, making platform-specific SEO crucial.

Authenticity Over Polish: User Generated-style content continues to outperform highly polished corporate ads, with influencers acting as trust agents.

Community-First Approach: There is more demand for private, niche communities on both platforms (so Scotland's Garden Scheme has an opportunity to shine)

Trends for 2026



Any Questions?