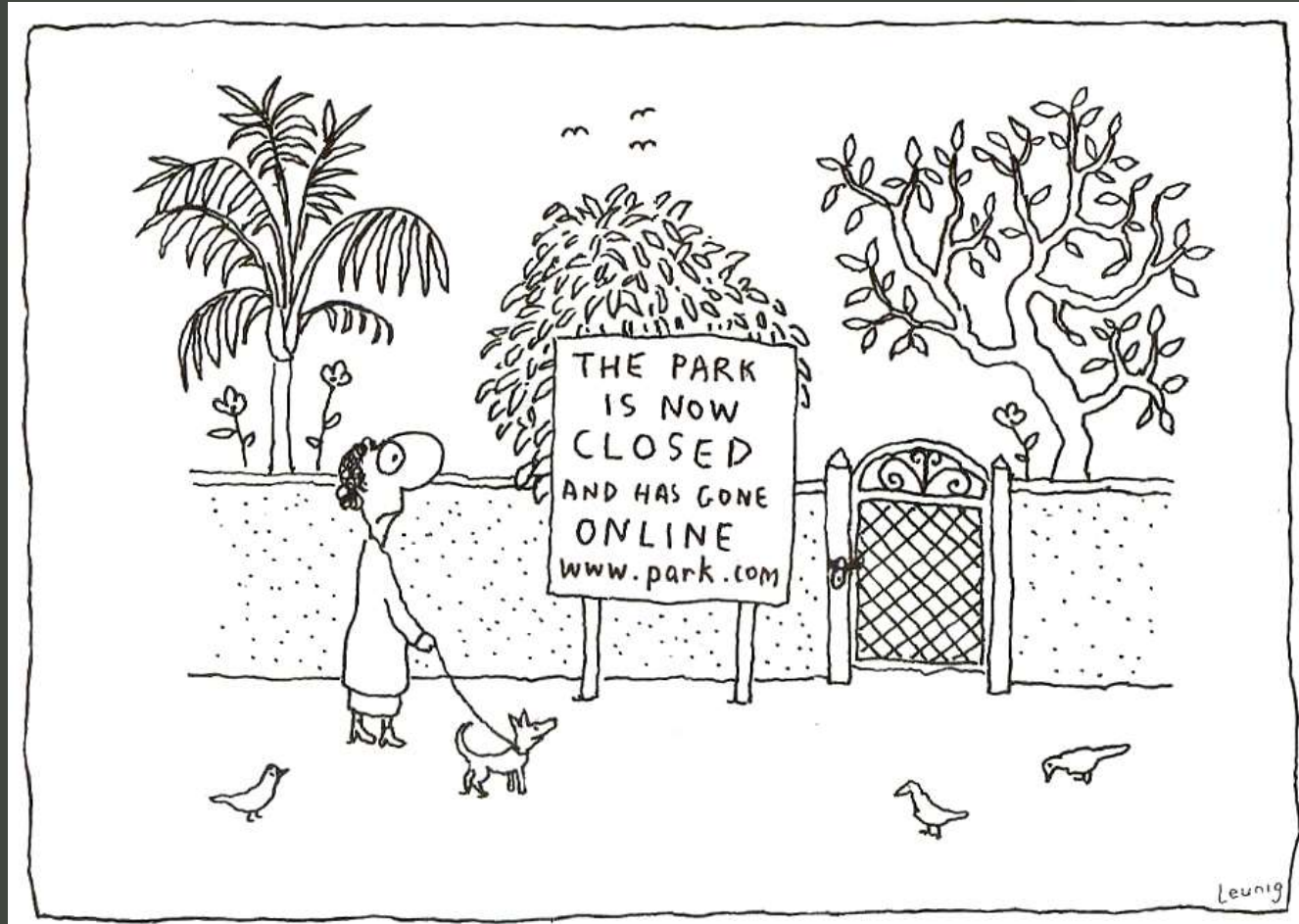


Connecting with Social Media



Workshop

- Overview
- The 140 character challenge
(*How to be interesting in 140 characters and a hashtag...*)
- Tools of the trade
- Round up

Twitter



@RBGTitanArum

TWITTER ANALYTICS, 21 March 2015



Account home

TitanArum @RBGTitanArum

28 day summary with change over previous period

Tweets
281



Profile visits
11.8K ↑ 591,200.0%



Mentions
688



Followers
539 ↑ 553



FOLLOWERS

Interests

Most unique interests ⓘ

- 89% Gardening
- 56% Landscaping
- 56% General info (Home and garden)
- 44% Green solutions
- 22% Australia and New Zealand

Top interests ⓘ

- 89% Gardening
- 67% Business and news
- 67% Science news
- 56% General info (Home and garden)
- 56% Biology

Location

Top countries and states



Top cities

- 22% London, UK
- 22% Melbourne, AU

Gender

67% M 33% F

Your followers also follow

- 33% annabelcrabb · Profile
- 33% stephenry · Profile
- 22% 774melbourne · Profile
- 22% cityofmelbourne · Profile
- 22% abcnews · Profile
- 22% AntonyGreenABC · Profile
- 22% leighsales · Profile
- 22% JuliaGillard · Profile
- 22% DoctorKarl · Profile



TitanArum
@RBGTitanArum

Have to get back further than that to get me in the pic buddy! (Could that be @mmccwill of @RNBlueprint fame?)
pic.twitter.com/W9VKcxUvWW



2:21pm - 16 Mar 2015 - Twitter for Android

6 RETWEETS 4 FAVORITES



TitanArum
@RBGTitanArum

I'm fading a little this morning sorry. Still gorgeous and stinky, but do come today!
pic.twitter.com/wLJTwJimN3





TitanArum
@RBGTitanArum

#titanarumfact *IF* I was to let
@RBG_Melbourne carve into me
you'd see rows of tiny male &
female florets/flowers
pic.twitter.com/iyO7Rhqvwg



7:30am - 17 Mar 2015 - TweetDeck

4 RETWEETS 5 FAVORITES



Terence Amerson favorited
TitanArum @RBGTitanArum 6d
Not sure this is my best angle but
looking elegant I think. And BTW,
263 cm today so I'm still growing!
pic.twitter.com/WqvRbQlaPi



Details



TitanArum
@RBGTitanArum

Hmmmm. This could be the
beginning of the end, this lilt in my
wizard's cap.
pic.twitter.com/tHxiOroCvd





TitanArum
@RBGTitanArum

Still some admirers although I think I look a bit weird now. Not the sophisticated bloom of the weekend.

pic.twitter.com/LRAmM0q3SI



10:40am - 17 Mar 2015 - Twitter for Android

7 RETWEETS 2 FAVORITES



sheeosaur
@sheeosaur

🙏 love you @RBGTitanArum god bless " @RBGTitanArum: Dave, my primary carer @RBG_Melbourne, giving me a last embrace.. pic.twitter.com/mVgla3tgCd"



SAMPLE TWEETS CITING @RBGTITANARUM



Tim Entwisle
@TimEntwisle

Haven't had enough of @RBGTitanArum? Backstory [abc.net.au/radionational/...](http://abc.net.au/radionational/) + chat with @mmccwill on @RNBlueprint Sat 9-10 am, @RadioNational.

4:45pm · 20 Mar 2015 · TweetDeck

2 RETWEETS 1 FAVORITE



Chris Karadaglis
@Shckwish

Shoutout to @RBGTitanArum it's been fascinating following your progress this year :)

12:56pm · 20 Mar 2015 · Twitter for iPad



TitanArum @RBGTitanArum 1d

1 pm @RBG_Melbourne (@TimEntwisle).
pic.twitter.com/8PqgerSmam



Details



Heather Holcombe
@spirited62

@RBGTitanArum @RBG_Melbourne @TimEntwisle Farewell! I enjoyed the experience and shared with many worldwide.

2:07pm · 19 Mar 2015 · Twitter for iPad

2 FAVORITES



Robert Chin
@RCBiosecurity

@RBGTitanArum Well done T. How many other plants are there that can boast having thousands of people, not just us Hortis, visit them? Thanks

1:37pm · 18 Mar 2015 · Twitter Web Client



TitanArum @RBGTitanArum 3d

#Breakingtitannews: Time to hand over my social media empire to others (message from them coming up...). Until next flower, Selamat tinggal!

Details



Andrew Hastings

@AndySHastings

@RBGTitanArum It's been an absolute pleasure! First rate engagement and knowledgability.

9:43am · 18 Mar 2015 · TweetCaster for Android

1 FAVORITE



Tim Entwisle

@TimEntwisle

.@RBGTitanArum MT
@YanYanCandyNg: A 2.63m tall Titan Arum in @RBG_Melbourne. A sketch of it's glory. #illustration
pic.twitter.com/vVwW3KwrP1



By Yan Yan Candy Ng @YanYanCandyNg

8:30am · 18 Mar 2015 · TweetDeck



TitanArum
@RBGTitanArum

Well done @TitanArumRBGE. A pearler of a bloom and no doubt you smell like a dead possum

7:44pm · 28 Jun 2015 · TweetDeck



TitanArum
@RBGTitanArum

Hey @TitanArumRBGE, good luck on the big day mate! Just remember, I got to 2.63 cm above soil level. Pretty bloody good for a colonial...

10:07am · 20 Jun 2015 · TweetDeck



Titan Arum Edinburgh
@TitanArumRBGE

thanks @RBGTitanArum... I'm so pleased to break the 2m mark, any more will be a bonus!
@TheBotanics #NewReekie

TitanArum @RBGTitanArum
Hey @TitanArumRBGE, good luck on the big day mate! Just remember, I got to 2.63 cm above soil level. Pretty bloody good for a colonial...

7:25pm · 20 Jun 2015 · Twitter Web Client

Key points for Twitter (“Journalists”)

- Tweet early and tweet often...
- Follow “your community” to generate followers.
- #hashtags can increase visibility of a tweet
- Don’t only promote events and programs – there is a need to mix it up
- Provide a window into your Garden
- Technical stuff... like: @johnsmith... goes only to shared followers of @johnsmith and you – not to all your followers (so ‘embed’ @johnsmith or put full stop in front of @)
- “Have a voice and given something of yourself”**

Instagram





friendsrbgcranbourne

FOLLOWING

Friends RBG Cranbourne Inc The Friends of the Royal Botanic Gardens Cranbourne Inc. are a group who are keen to support the Gardens & foster its development. m.facebook.com/rbgfriendscranbourne

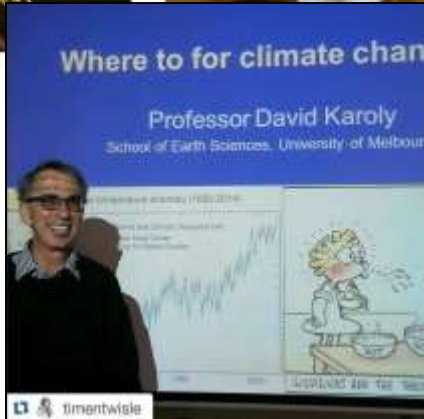
255 posts 1,519 followers 1,050 following



friendsrbgcranbourne

466 likes

mostgannanjar Go back!
friendsrbgcranbourne Thanks @mostgannanjar
awerleygardenclub This plant has it all scent and beauty!
friendsrbgcranbourne It sure does @awerleygardenclub
stemsrbg Great pic!
friendsrbgcranbourne Thanks @stemsrbg
arlenab1 Wow!!
elias Great photography!
friendsrbgcranbourne Thanks very much @arlenab1 and @elias!
tarungasa Lovely indeed
friendsrbgcranbourne Thanks @tarungasa



130 likes

friendsrbgcranbourne Fascinating!
- This photo was taken at Professor David Karoly's talk about climate change yesterday afternoon, which was held by the Friends of the Royal Botanic Gardens. What a great speaker!!
David Karoly should be talk at Cranbourne Gardens @RBG_Victoria



323 likes

friendsrbgcranbourne The delightful Zena 'Pink Crystals' in the Box Garden of the Australian Garden
#cranbournebotanicgardens
#cranbourneflowers #flowers #royalbotanicgardensvic #zena
sijar893
jessbeo Gorgeous capture!
heresjoe Delicate and pretty X
kayd_27 Very pretty
friendsrbgcranbourne Thanks @kayd_27, @jessbeo, @heresjoe and @sijar_27
gaston_71
friendsrbgcranbourne Thanks @gaston_71
Aurinin777 Lovely!

Key points for Instagram (“Plant porn”)

- Good quality images
- Think of Instagram as your channel to people who are strong visual communicators
- Great platform on which to run competitions
- Fill in your organisational profile
- Be consistent in your posting – set up a routine and stick to it
- No more than two hashtags...
- Best days to post Thursday to Sunday.*

* <http://trackmaven.com/blog/2013/09/the-fortune-500-instagram-report>

Facebook






PEOPLE

★★★★★
41,318 likes
156,472 visits

ABOUT

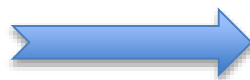

1 Cluny Road
Singapore
(65) 6471 7138 / (65) 6471 7361
Open Today 05:00–00:00
<http://www.sbg.org.sg/>

APPS

Singapore Botanic Gardens
20 September at 20:00 · 🌐

[[Did You Know?]]
Did you know that the peaceful Eco-Lake is home to a family of elegant Black Swans from Western Australia and provides habitat for a variety of other animal species? Its beautiful setting makes it an ideal place to unwind at the end of a long day 😊

Learn more about the Eco-Lake here: <http://bit.ly/1LEtSq6...> See More



Like Comment Share

Serene Tang, Woan Chyn Tan, AJ Jakubowska and 234 others like this. Most Relevant

36 shares

 **Sesan Russell** They would be well cared for, saw them on my last trip to Singapore with daughter and grandchildren. We have children stoning our swans at Flinders 2529 NSW and three remaining cygnets who are growing so quickly, have their adult feathers after 2-3 months!
👍 2 · Yesterday at 00:20 · Edited

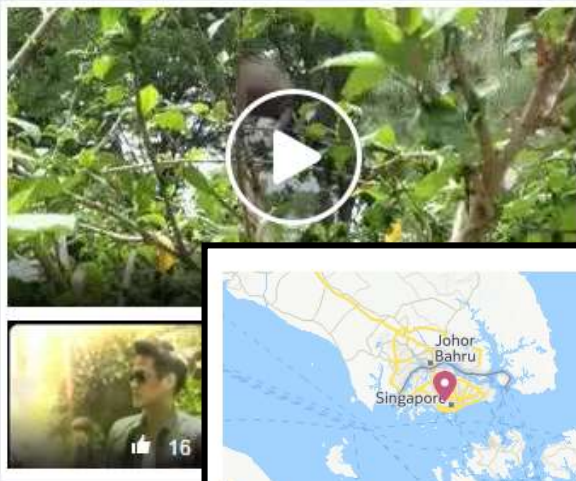
 **Isah Rafiq Karam Khan** I miss this lovely place
1 hr

[View 2 more comments](#)

PHOTOS



VIDEOS



📍 1 Cluny Road Singapore Save
 ☎️ (65) 6471 7138 / (65) 6...
 🌐 <http://www.sbg.org.sg/>

Welcome! Join us for fun flora & fauna facts, free event updates & exclusive promotions. Share your experiences and photos with us here too.



Singapore Botanic Gardens
 National Park · Outdoor Recreation
 Garden Center

[Sign Up](#) [Like](#) [Message](#) [...](#)

[Timeline](#) [About](#) [Photos](#) [House Rules](#) [More ▾](#)

About Singapore Botanic Gardens

Overview

Page Info

Milestones

PAGE INFO

Address	1 Cluny Road, Singapore 259569
Hours	Mon-Sun: 5:00 am-12:00 am
Short Description	Welcome! Join us for fun flora & fauna facts, free event updates & exclusive promotions. Share your experiences and photos with us here too.
Long Description	Established in 1859, the Singapore Botanic Gardens played an important historical role in the introduction and promotion of ... See More
Parking	Parking Lot
Phone	(65) 6471 7138 / (65) 6471 7361
Email	nparcs_SBG_visitor_services@nparcs.gov.sg
Website	http://www.sbg.org.sg/ , www.nparcs.gov.sg , www.facebook.com/nparcsbuzz , http://instagram.com/nparcsbuzz

The Children's Garden is now open again! Plan a big day out during the school break with our Spring Play Out on Saturday 26 September. With a morning full of stories, music and movement; it's a great way to celebrate the holidays! Visit the website for full details rbg.vic.gov.au/whats-on #royalbotanicgardensvic #rbgv #spring #schoolholidays



Like Comment Share

Luisa Harwood, Cheree Smith, Drew Berry and 42 others like this

16 shares

100 Parks in 365 days Can't wait to come and visit soon!
👍 1 · 10 September at 16:00

Drew Berry Fleur 😊 Saige might like this. 😊 x
13 September at 05:02

👉 1 Reply

View 2 more comments



Royal Botanic Gardens Victoria
Outdoors

👍 Liked · 📄 Following · 💬 Message · ⋮

Timeline About Photos Melbourne Gardens More ▾

Royal Botanic Gardens Victoria shared Victoria Police's photo
7 September at 16:25 · Edited · 🌐

Hooray!



Victoria Police
Mother Duck said, "quack, quack, quack, quack," and all her ducklings said, "quack, quack, quack, quack." Wonderful news! The ducklings have been reunited.
See More

👍 Like · 💬 Comment · ➦ Share

AC Davis, Eileen Warren, Lilya Alexey and 131 others like this

Nathan Jon Marina Montgomery
8 September at 16:12

Chloe Websdale Ash Matherson
👍 1 · 9 September at 16:45

Royal Botanic Gardens Victoria shared Melbourne Weekender's photo.
September 21 at 9:13am · 🌐



Melbourne Weekender
Jane Bunn's giving away a ROYAL prize pack to one lucky family from the Royal Botanic Gardens Victoria.

The prize includes:
- Family day pass f...

See More

Royal Botanic Gardens Victoria
September 18 at 10:43am · 🌐

This Flowering Friday, help celebrate World Water Monitoring Day! Visit the Water Saving Garden at Cranbourne Gardens and select drought-tolerant plants like this beautiful Western Australian *Lechenaultia biloba* for planting at home. It likes well-drained soils, and a trim back after flowering will encourage new shoots and more flowers. The spelling of this plant's name is open to argument as it was named after 'Leschenaut de la Tour', however when the name was first published the 's' was omitted and it is now considered valid without it by Australian taxonomists. #FloweringFriday #rbgv #royalbotanicgardensvic #cranbourne #taxonomy



👍 Like · 💬 Comment · ➦ Share

You, Roger Lenzblatt and 13 others like this

Key points for Facebook (“The World”)

- ❑ As with Instagram high quality images are essential
- ❑ Start a conversation, a debate and competition...
- ❑ Posts that work well
 - ✓ Communicate or inspire feelings
 - ✓ Make us smile or laugh in some way
 - ✓ Interesting, witty or cool (wicked, sick)
 - ✓ Allow your personality to shine
 - ✓ Ask us to share or like to show our support
 - ✓ Allow a community of interest to form; take on a life or their own

Blogs



Talking Plants

... every plant has a story to tell

Tuesday, 8 September 2015

From little things big green walls grow



I've questioned the value of 'green walls' at times (e.g. [Blueprint for Living](#), [Talking Plants on RN](#)), but I've also made a few complementary remarks from [time to time](#). In this post I want to focus on one building, **One Central Park** in Sydney, with its 150-metre-high vertical gardens designed by green-haired Patrick Blanc.

These green walls were **promoted** as the *tallest* in the world when installed a few years ago. The *largest* living wall in Europe was **claimed** by a power company in the UK, when it wrapped its car park in planters. A 7-storey green clad building destined for Brisbane will support a 489 square metre vertical garden that, it **says**, *rival* some of the biggest in the world.

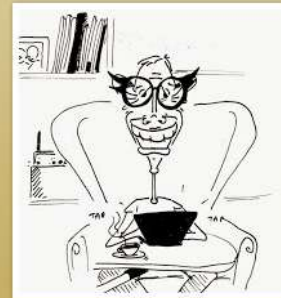
All fine I guess but the cost of installing and maintaining these walls has been weighted up against their environmental and social benefits. Apart from the engineering needed to keep the plants where they are, there is the huge water budget needed unless you plant particularly wisely.

Angraecum and me



Photo by Jaime Plaza (2007)

Typing plants



By Jerome Entwisle (2015)

Entwisleia bella,
Entwisleiaceae,
Entwisleiales



Angraecum and me



Photo by Jaime Plaza (2007)

Typing plants



By Jerome Entwisle (2015)

Entwisleia bella,
Entwisleiaceae,
Entwisleiales



Photo by Fiona Scott (2012)

Translate

Select Language ▾

Powered by [Google Translate](#)

Subscribe

Posts ▾

All Comments ▾

Follow by Email

Email address...

Submit

ABC RN podcasts and blog posts

*BLUEPRINT FOR LIVING

*TALKING PLANTS (6 shows)

Botanical names

Botanist and birder

Can plants learn?

Cancer cure

Eucalypts

Feral fruit

Five plants to save the world

Green walls

Indoor plants and VOCs

Kew Gardens

Titan Arum

Trends in garden design

Trope l'oell

Vandalism and theft

More from Tim

[Australian Freshwater Algae](#)

[Facebook \(Tim Entwisle\)](#)

[Royal Botanic Gardens Victoria](#)

[Sprinter and Sprummer \(the book\)](#)

[Talking Plants Too \(scrapbook\)](#)

[Twitter \(@TimEntwisle\)](#)

About Me (Tim Entwisle)



[+ Tim Entwisle](#)

[Follow](#) 20

[View my complete profile](#)

Blog Archive

Blog Archive ▾

What are 'Plant Portraits*'?

Occasional posts are called *Plant Portraits* (in brackets after the blog title and marked with an asterisk). These are usually about things other than, but including at least passing reference to, plants. Often they will be inspired by a book or something else in my cultural life. The idea is borrowed (very loosely and with due deference) from Milan Kundera's 'Novels, Existential Soundings', in his *Encounters*. These essays were as much, or more, about things other than the book being reviewed.

Talking Plants ... every plant has a story to tell

Classic Flipcard Magazine Mosaic Sidebar Snapshot Timeslide



OCT 27 West Australian heath a big inspiration

This is the Tassel Flower, yet another species you'll only find growing naturally in south-west Western Australia. It's not



OCT 20 Similar but different in the south-west, a pair of Dasypogonaceae

Two plants from Western Australia that are not quite what they look like. You might think the top one



OCT 13 Albany's pitcher plant like no other

In near coastal swamps from Albany west to the Indian Ocean, you might find one of Australia's four pitcher plants. In August this



OCT 5 Cultivating the gopher spurge, for climate change

I've written about euphorbias that look like cacti, and some that don't. I've also mentioned before

Talking Plants ... every plant has a story to tell

Classic Flipcard Magazine Mosaic Sidebar Snapshot Timeslide

Recent Date Label Author



twitter feed

dashboard account help blog sign out follow us on twitter @thefield

Feed Dashboard (2 Feeds) Create New Feed

Logged in successfully

TalkingPlants - TimEntwisle Updating Every Half Hour check now!

Publishing to twitter view all | edit feed

Show recent links

Talking Plants - Facebook Updating Every Half Hour check now!

Publishing to facebook facebook view all | edit feed

Show recent links

switch to plain list view

in

Search for people, jobs, companies, and more

Home Profile Connections Jobs Interests

Tim Entwisle
Director and Chief Executive at Royal Botanic Gardens Melbourne

Recent Activity (5) Published Drafts Followers (913)

Tim Entwisle
Director and Chief Executive at Royal Botanic Gardens Melbourne

I've questioned the value of 'green walls' at times (e.g. [Shapell for Living: Talking Plants on RRI](#)), but I've also made a few complimentary remarks from time to time. In this post I want to focus on one building, One Central Park in Sydney, above view



From little things big green walls grow talkingplants.blogspot.com

Like Comment Share 5

Facebook profile page for Tim Entwisle. The profile picture shows a man in a green shirt. The cover photo features a large green wall on a building. The bio includes "Talking Plants" and "Royal Botanic Gardens Melbourne".


Tim Entwisle
@TimEntwisle

#TalkingPlants >>> From little things big green walls grow: I've questioned the value of 'green ... bit.ly/1XCSysi @RBG_Victoria

6:02am · 8 Sep 2015 · twitterfeed

Royal Botanic Gardens Victoria
September 8 at 12:02pm

Talking Plants Tuesday this week contemplates green walls and their environmental and social benefits. Increasing in popularity, what is the best way to grow a green wall? [#TalkingPlants #greenwalls](http://ow.ly/RtU65)



From little things big green walls grow | Talking Plants

TALKINGPLANTS.BLOGSPOT.COM

Like Comment Share

Wayne Robinson and 25 others like this.

RBG Victoria
@RBG_Victoria

RT @TimEntwisle: #TalkingPlants >>> From little things big green walls grow bit.ly/1XCSysi @RBG_Victoria

9:28am · 8 Sep 2015 · Hootsuite

Key points for Blogging

- ❑ A landing platform to anchor all your social media activity
- ❑ As with other social media platforms decide how often you will post and stick to your routine
- ❑ Images!
- ❑ Think about your audience and write accordingly
- ❑ Use lots of links to your own posts and others
- ❑ Check facts, and make it clear when you are plagiarising or are not quite sure
- ❑ Titles should be informative and/or have good search words



 Tim Simulace
@tim_simulace

Winter morning in Melbourne Gardens,
@RBG_Victoria.



The 140 character challenge



What's happening?

U can only use 140 characters when u compose a tweet. It's hard to do this when u r tryin 2B professional. You can't use 2 much shorthand.

Add your location

1 Tweet

← Not Professional

What's happening?

You can only use 140 characters when you compose a tweet. It's hard to do this when you are trying to be professional. You can't use too much shorthand.

Add your location

-13 Tweet

← Too Long

What's happening?

You can only use 140 characters when you compose a tweet. It's hard to do this when trying to be professional. Can't use too much shorthand

Add your location

1 Tweet

← Ready to Tweet



Tips

- Use the heading...
- @name of garden
- Url back to article
- Add a #hashtag
- Be quirky, create a hook (but not too clever...)



Tools of the Trade





- ❑ **Social media platforms**

Twitter.com, Facebook.com, Instagram.com,
Flickr.com, Youtube.com...
[snapchat.com (1-10 seconds)]

- ❑ **Shorten URLs**

Bitly.com, tinyurl.com...

- ❑ **Manage streams and analytics**

HootSuite.com, SpoutSocial.com,
Tweetdeck.com

(13 August - 11 September 2015)

Pageviews VS. Select a metric

Hourly Day Week Month



Google Analytics

Pageviews



Sessions

2,037

Users

1,641

Pageviews

4,699

Pages / Session

2.31

Avg. Session Duration

00:01:26

Bounce Rate

56.31%

% New Sessions

74.28%

Talking Plants · Stats · Overview



Pageviews today	61
Pageviews yesterday	360
Pageviews last month	14,521
Pageviews all time history	1,202,526

Posts

Entry	Pageviews
Diverse Stirling Range orchids right... 1 Sep 2015, 2 comments	473
From little things big green walls grow 8 Sep 2015	287
Beaked buds by a billabong 25 Aug 2015	220
Humboldt's single bristle gives bee... 18 Aug 2015, 1 comment	207
The portable glasshouse 2 Jan 2011, 3 comments	144

Traffic Sources

Entry	Pageviews
https://www.google.com.au/	307
https://www.google.com/	121
http://www.google.com/search	62

Audience



Facebook Insights



Facebook Likes



Round up

