



## Connecting Conservation through Social Media

COTAC Conference 12<sup>th</sup> November 2015


National Trust Resourcing Team



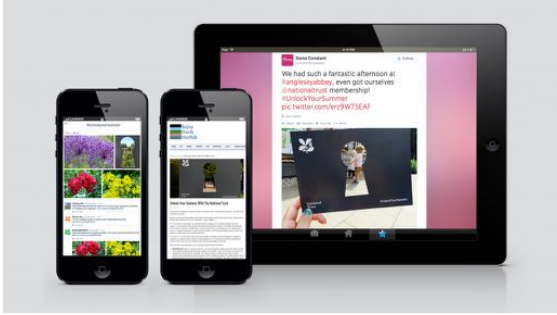

## Social Media and why it's important



Watch this video: [www.youtube.com/watch?v=zxp4dNVd3c](http://www.youtube.com/watch?v=zxp4dNVd3c)



## Special places in the digital world




## Using social media to engage with new audiences

“There’s been a break in on Brownsea Island. An intruder was found casing the joint, before climbing through an unlocked window and tip-toeing into the office. Motives for the crime are currently under investigation.”







Facebook.com/  
NationalTrustJobs – 4986 likes



Twitter.com/NatTrustJobs  
8616 followers

LinkedIn/National Trust  
28,943 followers



## Collaboration with the nation

#lovethecoast

[https://www.youtube.com/watch?v=\\_jBp4pVUsFs](https://www.youtube.com/watch?v=_jBp4pVUsFs)



## Facebook



National Trust Jobs @nattrustjobs · Sep 16

We're looking for a Carpenter to join the team looking after @NT\_NorthWest's unique buildings [bit.ly/1K7vVIH](http://bit.ly/1K7vVIH)





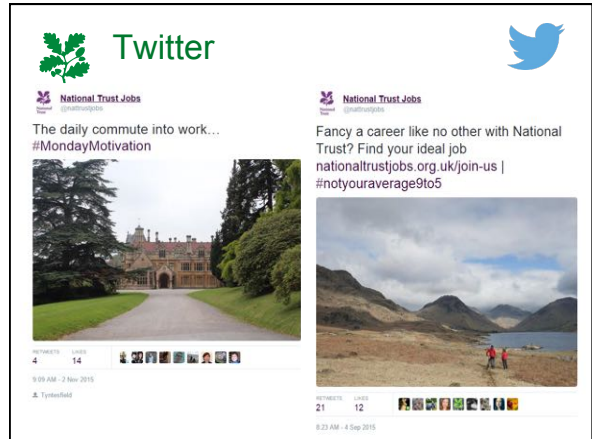
**National Trust Jobs**  
Published by Sarah Cooper (19) · August 25 · Edited ·

To all our cake makers and hedge trimmers, to all our fun bringers and fact finders, to all our staff and volunteers we say thank you for helping keep National Trust special. #CharityTuesday  
[www.nationaltrustjobs.org.uk/join-us](http://www.nationaltrustjobs.org.uk/join-us)




1,900 people reached

37 Likes




**Twitter**

**National Trust Jobs**  
The daily commute into work...  
#MondayMotivation



9:09 AM · 2 Nov 2015

**National Trust Jobs**  
Fancy a career like no other with National Trust? Find your ideal job  
[nationaltrustjobs.org.uk/join-us](http://nationaltrustjobs.org.uk/join-us) |  
#notyouraverage9to5



8:23 AM · 4 Sep 2015



**National Trust Jobs**  
Caption this volunteer warden and Babe having a quick nap, we'll pick our favourite on Friday #captioncompetition



9 11


8:27 AM · 9 Sep 2015



**National Trust Jobs** (@nationaltrjobs) · Sep 14  
Whatever your Monday brings, remember you didn't have to lug these giant stones into formation! #MondayMotivation



**National Trust Jobs**  
It's time to dust off your coat, squeeze into some wellies and get leaf crunching - happy #autumnalequinox everyone!



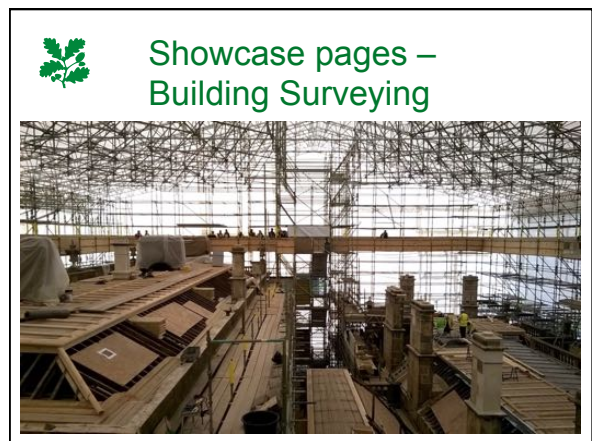
10:03 AM · 23 Sep 2015




**National Trust Jobs** (@nationaltrjobs) · Sep 24  
Fancy cooking up a storm at the beautiful @NTClumberPark? They are hiring a Head Chef bit.ly/1gFG01z





5 3




**Showcase pages – Building Surveying**





 **LinkedIn** 

[Surveying@NationalTrust](mailto:Surveying@NationalTrust)



1,424 impressions



1,237 impressions

 **CPD week at the National Trust**





**National Trust Jobs** added 9 new photos to the album: It's a surveyor's life...  
Published by Sarah Cooper (1) · September 21 at 12:02pm · 48

We teamed up with the Chartered Institute of Building to host a range of surveying workshops this September to promote heritage and conservation principles. Find out more: <http://bit.ly/1QC5SRU>  
Events were held at eight of our outstanding properties around England and Wales.



884 people reached Boost Post

10 Likes · 1 Comment



See how it works through supporting material video

 **Construction Manager@CMnewsandviews May 13**

The @nationaltrust teams up with @theCIOB for CPD week - <http://www.construction-manager.co.uk/on-site/national-trust-teams-ciob-cpd-week/> ... [pic.twitter.com/qxJQ4gQJaF](http://pic.twitter.com/qxJQ4gQJaF)

