



Connecting Conservation through Social Media

COTAC Conference 12th November 2015


National Trust Resourcing Team



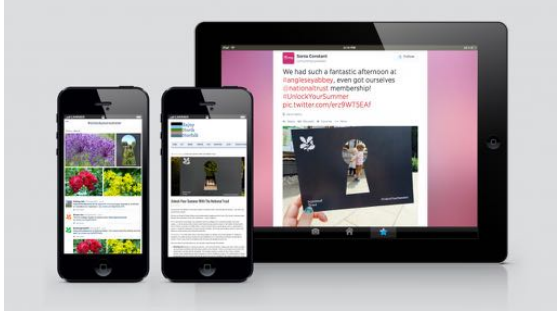

Social Media and why it's important



Watch this video: 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

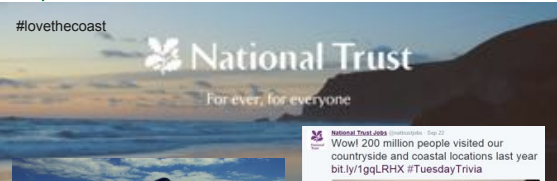

Twitter.com/NatTrustJobs
8616 followers

LinkedIn/National Trust
28,943 followers



Collaboration with the nation

#lovethecoast

https://www.youtube.com/watch?v=_jBp4pVUsFs



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





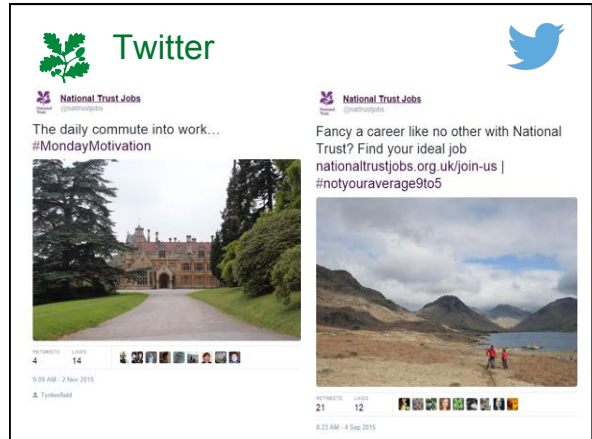
National Trust Jobs
Published by Sarah Cooper (19) · August 25 · Edited ·

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




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 |
#notyouraverage9to5



8:23 AM · 4 Sep 2015

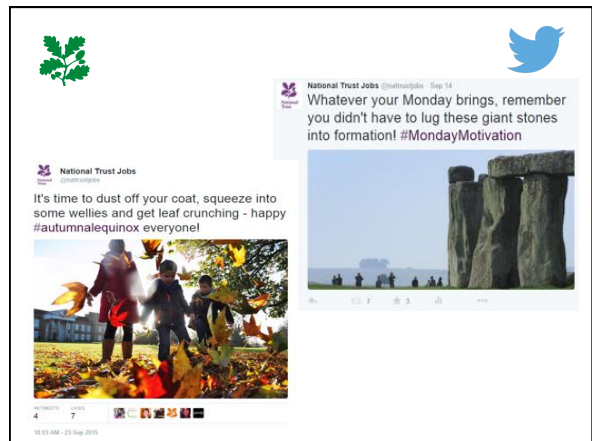


National Trust Jobs
Caption this volunteer warden and Babe having a quick nap, we'll pick our favourite on Friday #captioncompetition




9 11

8:27 AM · 9 Sep 2015



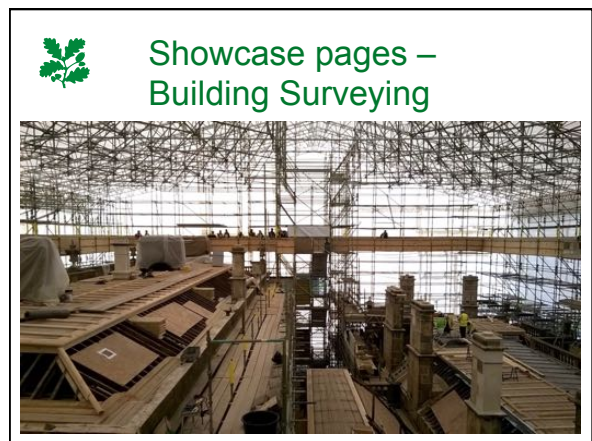
National Trust Jobs (@nationaltrjobs) · Sep 14
Whatever your Monday brings, remember you didn't have to lug these giant stones into formation! #MondayMotivation



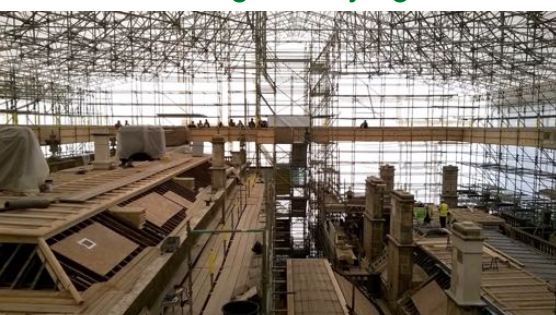
10:03 AM · 23 Sep 2015





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





Showcase pages – Building Surveying



LinkedIn 

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/1QCSSRU>
Events were held at eight of our outstanding properties around England and Wales.



884 people reached Boost Post

10 Likes · 1 Comment



See how @nationaltrust supports heritage sites

 **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

