



What's   
**GROWING**  
on? **HORT JOURNAL  
DECEMBER**

Welcome to this month's Greener Spaces Better Places program update. Read on to find out the latest news and highlights to keep you up to date on what's happening and how you can benefit.

## **GREENER SPACES BETTER PLACES INTRODUCES SCHOOL OF THUMB**

School of Thumb is a Greener Spaces Better Places horticultural content series, where Australians can learn from expert growers on how best to tackle their common gardening guesswork in a fun, down to earth setting.

The first three episodes were filmed in mid-2022 in Western Australia, and published on the Greener Spaces Better Places website (<https://home.greenspacesbetterplaces.com.au/school-of-thumb/>) and continue to be shared across social media to increase demand for greenlife products.

Across the three episodes, the horticultural experts tackle the common gardening guesswork of three WA locals, covering: growing in hot conditions, increasing your veggie yield, and how to grow a garden brimming with native Australian plants from scratch.



The rollout of the School of Thumb series in WA allowed for 1.4 million impressions on the greener spaces better places website (in a 55-day period), reaching 561,625 individuals.

The Greener Spaces Better Places instagram account had an increase of 11,136 followers in the period, and the profile was viewed 28,412 times.

Social media continues to drive awareness of the video series with our existing audience, as well as reach new consumers. Running the campaign through social media has enabled cross-pollination with the Instagram community who wanted to find out more information regarding Greener Spaces Better Places as a whole. This was successful, as there were 6,864 website taps through the link in bio of the Instagram account during the initial campaign period.



## WHAT'S NEXT?

Greener Spaces Better Places is continuing to produce and roll out School of Thumb featuring experts from the nursery and garden industry all over Australia. The next two states are Victoria and New South Wales. Do you have suggestions for industry talent to answer crowd-sourced horticulture questions?

Please reach out to [hello@greenerspacesbetterplaces.com](mailto:hello@greenerspacesbetterplaces.com).



# ANALYTICS OVERALL

November



## IMPRESSIONS

1,422,023  
+221.1%



## PROFILE VIEWS

28,412  
+248.3%



## REACH

561,625  
+81%



## FAN INCREASE

11,136  
+383.1%



## WEBSITE TAPS

6,864  
+1,303%

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