

Social activity

All organic posts on the VisitScotland core consumer channels (Facebook, Twitter and Instagram) were paused on 20 March after a reminder to stay safe, and stay home. Posting resumed on 3 April with a new approach to the content strategy, including a reduction in the number of posts being published each day, a change in tone of voice to reflect, all CTA's removed and a focus on bringing Scotland to you at home.

We have additional social channels for Europe and China. Further details on activity in these markets is detailed on later pages.

	Global	Germany	France	Spain	China
Core channel activity	✓				
European Facebook pages		✓(t)(a)	✓(t)(a)	✓(t)(a)	
WeChat activity					✓(t)
Weibo activity					✓(t)

(t) Translated

(a) Adapted for market

31 May 2020 onwards: Responsibility statement

From 31 May onwards, all social posts have included the following responsibility statement – either in the caption (Instagram), as a top comment (Facebook) or as a reply (Twitter), to ensure we align with the easing of restrictions:

****For now, please keep your exploring local, apply physical distancing & follow the Outdoor Access Code* <http://go.visit.sc/eJK>.***

We will continue to amend this statement each time restrictions change.



Social activity

11 May 2020: Stay home reminder

Across all channels on 11 May, a reminder to stay home and stay safe was published, to help maintain a clear message to the public about Scotland's continuing lockdown conditions.



4 April 2020 onwards: Core channel activity

Daily posting resumed on channels, with a new suite of caption templates, including:

“Sending you a peaceful moment from *insert location*”

“Sending you these stunning scenes from *insert location*”

“Take a moment to enjoy *insert location* from your own home!”



Social activity

3 April 2020: Absence makes the heart grow fonder

On the day we resumed posting content, the Absence video was shared across our channels, including subtitled versions for key markets. The video performed well across all core KPI's and had encouraging sentiment from all around the world that Scotland is still in the hearts and minds of our audience, despite not being able to visit right now.



A message from our home to yours

Like Comment Share ...

VisitScotland

8.1K 519 comments 5.6K shares

- 

Lovely post brought me to tears, had two trips planned this year, both cancelled but we will be back! Keep safe everyone x

Like · Reply · Message · 2d

1 reply
- 

Our Argyll Holidays in May are postponed to next year..yes, the heart is heavy and we miss Scotland but we will be back. Stay safe! 💜🥰😭

Like · Reply · Message · 1d
- 

Yes we had a holiday booked but will just change the dates. You too keep safe.

Like · Reply · Message · 2d
- 

Dreaming of the day we can return to the most beautiful country! 🇬🇧💜

Like · Reply · Message · 2d

Social activity

European Facebook pages

We have in-language Facebook pages for Germany, France and Spain, which follow the lead of the global channels approach, drawing on the new editorial style. We acknowledge that people cannot travel just now, so there are no calls to action, but instead, a focus on inspirational and engaging content. We select posts from the global activity that will resonate with our individual market audiences, tailoring copy to increase relevance.

As the European countries are progressively reopening their borders and lifting travel restriction measures, we are keeping our audiences informed of Scotland's phases out of lockdown. However, we are still sticking to the "Dream now, travel later" line and asking everyone to stay safe.



The French Facebook post informing of the different phases out lockdown for Scotland.

Translation: *Scotland is in its first phase of lifting lockdown measures. This is a first step towards the possibility of exploring a little more, but we still need to remain cautious, for oneself and for others. We give you more explanation about the different phases of deconfinement and what they involve.*

A post from the in-language Facebook page for Germany.

Translation: *Do you recognise this castle?*



Social activity in China

Life is beginning to return to normal in China and there's a growing demand for domestic travel and short trips. On social media we're seeing a return to consumption of travel, leisure and lifestyle content. On Chinese social channels, Weibo and WeChat, we are keeping Scotland at front of mind, encouraging people to dream now, travel later.

Weibo

We are encouraging followers to 'Virtually visit Scotland' by posting 10 times a week with inspirational content. We are also responding to comments, sharing UGC, participating in Weibo Platforms' online activity and holding competitions to increase engagement.



- For World Whisky Day (16 May), we delivered a series of posts of whisky associated content, an online quiz and a social competition, to encourage 'virtual whisky tasting'.
- The themed posts received 90,000 views.

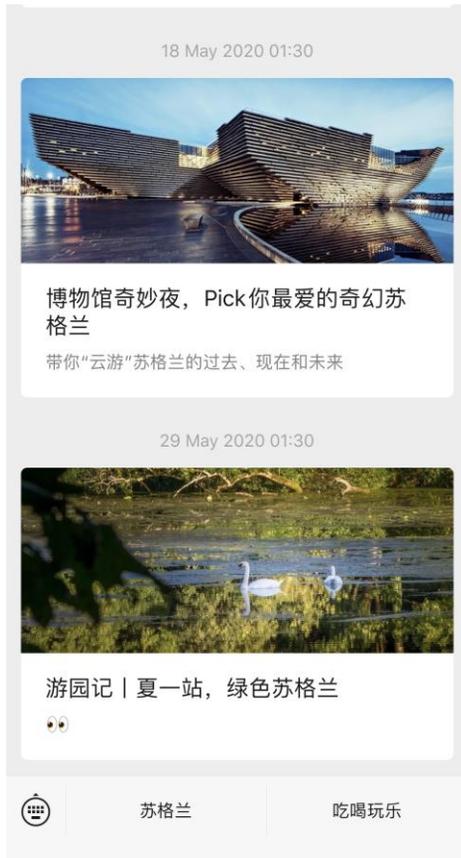


- We have taken part in Weibo's social campaign #BeThereOrBeSquare with the world, May 2020
- This single post received 89,000 views.

Social activity in China

WeChat

We are posting on WeChat on a weekly basis. Posts are organic blog-style, with content to inspire seasonal and regional spread by virtual tours.



18 May 2020 – World Museum Day
Pick your favorite museums across Scotland

We took the opportunity of this celebration day to offer virtual tours in Scottish museums.

29 May 2020 – Summer(next) stop, Green Scotland.

We presented national parks and famous gardens in Scotland, to inspire the audience by the wellbeing of destination.