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 below.

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<thead>
<tr>
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<th>Global</th>
<th>Germany</th>
<th>France</th>
<th>Spain</th>
<th>China</th>
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<tbody>
<tr>
<td>Absence video</td>
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<tr>
<td>Core channel activity</td>
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<td>European Facebook pages</td>
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</table>

(t) Translated
(a) Adapted for market

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

![Video thumbnail](https://via.placeholder.com/150)

VisitScotland
Social activity

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!”
“From our home to yours, the stunning *insert location*”
“Enjoy Scotland from home with this stunning view of *insert location*”
“Your postcard from Scotland! Sending you these beautiful views from *insert location*”

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.

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

Translation: Bringing Scotland to you...we will carry on making you dream of all the places you could visit in the future.
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. In response, on Weibo and WeChat, we continue to share inspirational long-lead content with the dream now, travel later message, and we engage in trending and hot-topics that are popular in the moment including the current ‘Don’t Miss Out on Spring’ trend.

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.

On 3 April 2020, we launched the ‘Absence Makes the Heart Grow Fonder’ film, with Chinese subtitles. So far this has received 75,000 views.

The Weibo platform launched online activity that VisitScotland was invited to participate in - ‘Do not Miss the Spring’. So far, we’ve received 12,000 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.

3 April 2020 - The story of National Unicorn Day in Scotland

10 April 2020 - Wild Scotland - heart-warming moments in Spring