

# Social Media



Getting your content shared by VisitScotland need not be difficult. We are always on the lookout for fantastic, relevant content to share with our audience to excite and educate people on where they can visit in Scotland. A very effective way of doing this for us is to showcase the content being produced by industry, bloggers and visitors.



# What Works on Our Channels?

VisitScotland | Social Team



Genuine  
Reachable  
Uplifting  
Realistic  
Exciting

Our audience want something that motivates them to want to explore for themselves, therefore our content has to be genuine and accessible to visit.

We're not so keen on staged, publicity-styled, commercial posts as well as heavily branded or digitally altered photos.



We Want to Show the Real Scotland!



# Best Practice Examples



VisitCairngorms  
4 September at 19:00 · 🌐

The weather is perfect for Wee Walks Week 2018 with cooler days and plenty of sunshine. Here are 5 more wee walks for you to try.  
#weewalksweek



BLOG.VISITCAIRNGORMS.COM

## 5 wee walks in the Cairngorms

There are some fantastic wee walks in the Cairngorms National Park. Her...

- Clever use of Slang
- High Quality Image
- Good use of seasonality



- Snappy Caption
- Topic of Interest
- Location Tag



Wild About Argyll  
17 August · 🌐

Here are six Mull castles that will capture your imagination – and your heart!  
😊

📍 Duart Castle Isle of Mull



WILDABOUTARGYLL.CO.UK

## Six castles on Mull, Argyll

Discover six castles on the island of Mull that will capture your imaginatio...

VisitAberdeenshire  
2 October at 15:42 · 🌐

Experience ancient Scottish traditions and spark new ones this #TravelTuesday. 📺🍷 With historical sites and rich royal heritage this is where your Scottish adventure starts. 🏰👑  
#visitABDN #beautifulABDN



- High Quality Video
- Concise copy



# Best Practice Examples



**Welcome to Fife** @welcometofife · Sep 28

Good morning from Fife! We've got that #FridayFeeling looking forward to enjoying the Kingdom over the weekend, maybe catching a beautiful view like this at #Fife and perhaps even finding the pot of gold! pic: Ian McCracken



- Mention of Location
- Crediting Photographer
- Using Trending Hashtag



**YourScottishBorders** @YourScotBorders · Sep 30

Sunset at Scott's View

Alistair Peacock

#ScottishBorders



- Clear location and photographer credit
- High Quality Image
- Use of own hashtag



**Welcome to Fife** @welcometofife · Sep 27

It's #WorldTourismDay2018 so we'd like to thank everyone who has come and enjoyed our wonderful Kingdom and if you haven't visited yet you'd be very welcome! #lovefife #scotlandisnow welcometofife.com/visit-fife



- Popular Photo
- Use of Trending Hashtag
- Visit message delivered well





# Best Practice Examples



**solwaytours** • Following

solwaytours The majestic Iona Abbey stands as a beacon of medieval church building. A real must see when you @visitScotland @historiescotland @welcometoscotland @scotland\_landscapes @scoti\_magazine @travelour @the\_castlehunter #scotland #celebratingscotlandhistorywithyou #historybeckons #scotlandnow @ig\_scotland @scottishborderpics @scotlandgreatshots #scottishabbey @travelwithluck @thehistoryguy @sarahheughan

kristypharrod We loved seeing it. We had rented a car and so came upon it unplanned.

left923 I am getting so excited!!

252 likes

22.7.17

Add a comment...

- Image belongs to business
- Destination Message
- Use of our Hashtags

- Popular photo
- Realistic
- Shows real people enjoying destination



**thisisEdinburgh** • Following

Old Town, Edinburgh

thisisEdinburgh Exploring the closes of the Old Town is one of our favourite weekend activities. Have a great Sunday, everyone! #Edinburgh #Edinburghphoto #ThisIsEdinburgh

View all 31 comments

kirsty4 @angelomik? can't wait to do this with you again!!

awallacephoto I've got to visit Edinburgh again!

gospodja.bozma @sonjas.7

angelomik? @kirsty4 it was so much fun! Can't wait for the next time!

karrahgarker @richbach.8

first day we hung out.

karrahcan I'm at Glasgow right now. Thinking to move to Edinburgh next month. Please find me to a good and

4,269 likes

10.08.17

Add a comment...



**glencoehouse** • Follow

Glencoe Lochan

glencoehouse We are so fortunate to have the wonderful Glencoe Lochan on our doorstep. The fantastic weather this weekend has led to lots of guests strolling and jogging around the still waters.

glencoehouse #hotel #walk #glencoehouse #glencoe Lochan #reflection #scotland #visitScotland #scotland #unique #experience #highlands

aleighourscotland Stunning!

94 likes

10.07.17

Add a comment...

- High Quality Image
- Relevant Hashtags
- Business Advertising Destination



## Top Tips & Tools

It is as simple as sharing your very best content, be it photos, videos, blogs or articles and pairing it with the right image and copy, and you may find yourself featured on one (or more!) of VisitScotland's social media channels.



Here's a great Twitter tool :

<https://tweetdeck.twitter.com/>

And how to use it:

<https://help.twitter.com/en/using-twitter/how-to-use-tweetdeck>

Schedule your posts in advance :

<https://hootsuite.com/>

<https://buffer.com/>

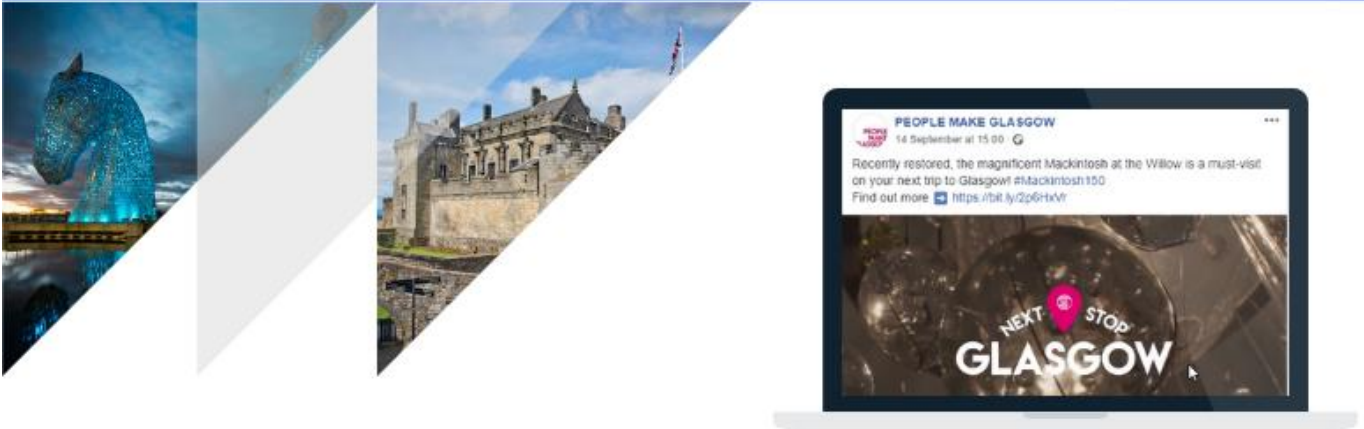
Edit your Social Posts, Photos & Cover Images :

<https://www.canva.com/>

Master the Fundamental Skills of Social Media:

<https://moz.com/beginners-guide-to-social-media>





You can also get free online advice, assistance & training available through Digital Tourism Scotland

<https://www.digitaltourismscotland.com/topic-library/social-media/>

Don't forget to use our hashtags and tag us in your posts!



@VisitScotland  
#VisitScotland  
#ScotlandIsNow

For the latest news, trends & tips on all things social have a look at these pages:

<https://www.socialmediaexaminer.com/>

<https://www.socialmediaexaminer.com/>

**Photos used in this document:** New Queensferry Crossing by Airborn Lens (via DML) The red roofed cottage on the edge of Loch Shieldaig by Kenny Lam (via DML) Eilean Donan Castle on Loch Duich at Dornie by Kenny Lam (via DML) The Helix, Home of the Kelpies. Scotland by Kenny Lam (via DML) Stirling Castle by Kenny Lam (via DML) 5 Wee Walks in the Cairngorms by VisitCairngorms (via Facebook) 6 Castles on Mull, Argyll by Wild About Argyll (via Facebook) Travel Tuesday Video by VisitAberdeenshire (via Facebook) Ellie, Fife by Ian McCracken posted by Welcome to Fife (via Twitter) Sunset at Scott's View by Alistair Peacock posted by Your Scottish Borders (via Twitter) World Tourism Day Post posted by Welcome to Fife (via Twitter) Jedburgh Abbey by Solway Tours (via Instagram) Warriston's Close by This is Edinburgh (via Instagram) Glencoe Lochan by Glencoe House (via Instagram)