

VISIT DORNOCH SOCIAL MEDIA REPORT



Spring has Sprung in Dornoch!



2023

I hope you are all enjoying this beautiful Spring weather, long may it last!

Due to all the trouble we have had with multiple hacks, resulting loosing our Instagram account completely, it has been a tough few months social wise. The new Instagram account is starting to gain some traction but it will be slow progress to regain the 3k followers we had. With this in mind I have written this report based on the past 3 months. I will go back to monthly reporting as planned for the May report.

Any questions or suggestions please email: lucy@dornochhub.co.uk



#DornochMixAndMatch
WHAT WILL YOU CHOOSE?

GOLF AND ADVENTURE
#DornochMixAndMatch

GOLF AND HERITAGE
#DornochMixAndMatch

Hashtags

Going in to Spring, the #DornochMixAndMatch branding will really come into it's own, with a focus on #GolfAndAdventure and #GolfAndHeritage, although all hashtags are used regularly.

The old favourites; #DiscoverDornoch #DreamInDornoch #DineInDornoch #StayInDornoch #ShopInDornoch are used daily on our stories and posts.

And the seasonal/event tags are used whenever needed too; #DornochInSpring #FestivalWeekInDornoch #EasterInDornoch

18 JANUARY - 18 APRIL

Top Performing Posts

Facebook Post 1
Dornoch Aurora
26th February
Reach: 10,872
Reactions: 895
Comments: 37
Shares: 55
Link Clicks 1141



Facebook Post 2
Surf and Turf opens
in Dornoch
8 Jan 2023

Reach: 9517
Reactions: 189
Comments: 26
Shares: 11
Link Clicks: 1091



Instagram
'Discover the space to
'breathe' reel.
15th February 2023
Reach of 384



Visit Dornoch
7 Apr · 🌐

We are so excited to welcome Surf and Turf to Dornoch. They have opened their doors on Castle Street, offering takeaway seasonal seafood & game. Open daily 11am - 6:30pm. Phone 01862 811181 to book.

#DineInDornoch
#GolfAndFood
#DiscoverDornoch
#DornochMixAndMatch

Our doors are finally open! Hopefully see you all today for some delicious fresh food 😊

#newventure #seafood #gamefood
#dornoch #sunshine



← Reels

visit.dornoch
DISCOVER THE SPACE

If you are looking for an escape from th ...

Liked by brawscotland and 22 others

Visit Dornoch
26 Feb · 🌐

Absolutely incredible Aurora tonight in Dornoch!
#DiscoverDornoch
#DarkSkiesInDornoch
#WinterInDornoch

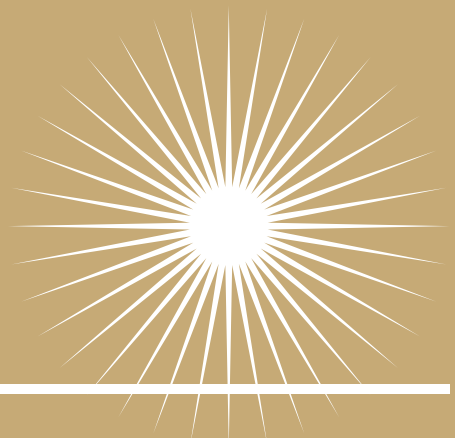
Dornoch Caravan and Camping Park
26 Feb · 🌐

We've just witnessed the most incredible Aurora we've ever seen over Dornoch Caravan and Camping Park this evening!

Dancing over our heads ❤️ Absolutely stunning 🌟

Insights Unavailable ⓘ [Boost a Post](#)

👍❤️😮 886 37 comments • 55 shares



Reach

The figures below are compared to the busy 3 months leading up to Christmas. The 28 day summary is far more promising!

Facebook. 37.7k.
Decrease of 48.9%
Instagram. 1.4k
Increase of 9%



Performance ¹

Followers: 18,736

Last 28 days

Post reach

26.4K +41%

from previous 28 days

Engagement

12.3K +3%

from previous 28 days

Net followers

20 +18%

from previous 28 days

3-second video views

3.0K +3%

from previous 28 days

Hopefully we will now see a steady increase in reach and followers accross all platforms as the Summer promotion begins in earnest.

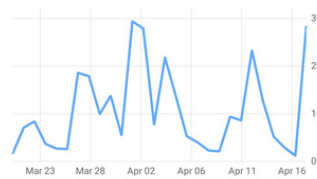
12,322 Post reactions, comments and shares ¹

+3% from previous 28 days



2,978 3-second video views ¹

+3% from previous 28 days



Facebook Page Reach ¹

27.4K

↑ 45.8% over last 31 days



Total Facebook Followers: 18,736

Total IG followers 183

Page/Profile Visits

Facebook. 6.7k.
20.8% increase

Instagram: 438

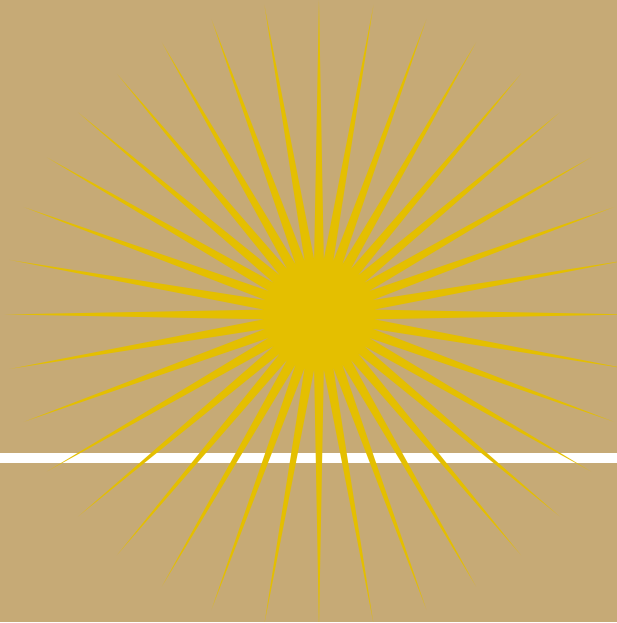
New Likes/Followers

Facebook: 29
81.3% Increase

Instagram (New account)
185 new followers

Audience

Top country: UK
Top city: Inverness
Gender: Male 21% Female 79%



GOALS FOR NEXT MONTH

1) Continue to share multiple (between 10 and 20) stories each day. This means we can share everything from all businesses and local groups without filling our news feed and they work really well. Meta is developing the insights for stories so soon I should be able to report back on these soon.

2) Introduce more branded Visit Dornoch stories. Now I have tested the water with this I can see that these are getting good interaction so will create some more templates in a similar vein.

3) Focus on increasing likes/follows by interacting more on IG specifically.

4) Start to roll out the Summer promotion.



DISCOVER RICH HISTORY
AND HERITAGE....

Dornoch