



# #HISTORYHUNTERS Case Study

July 2016



HISTORIC  
ENVIRONMENT  
SCOTLAND

ÀRAINNEACHD  
EACHDRAIDHEIL  
ALBA

# The Campaign



The Scotlanders were invited by Historic Environment Scotland to promote their historic properties across Scotland during a weekend. The aim of the campaign was to encourage social media (especially Twitter) users and fans to explore from castles to churches and from stone circles to pictish stones, as well as to engage with them during an intense weekend.

The Scotlanders divided in 3 teams to focus on different areas of Scotland. Laura and Patricia explored the North (up to Inverness and Aberdeen), Neil and Dave took Central Scotland (starting in Stirling and ending in Glasgow cathedral) and Kay and Nicola travelled to the South (Dumfries, the Borders and ended in Edinburgh).

The #historyhunters campaign lasted two days (the weekend of July 23rd and 24th). The three teams set out in cars to explore their areas of Scotland with the goal of seeing as many Historic Environment Scotland properties as possible, while live tweeting and promoting them.

## Social Media

Over the weekend, the 6 Scotlanders promoted all their activities on Historic Environment Scotlands properties on various social media channels, mostly on Twitter, Instagram, Facebook and Periscope. These were used in real time throughout the weekend, along with pre and post campaign interaction with Historic Environment Scotland and their followers.

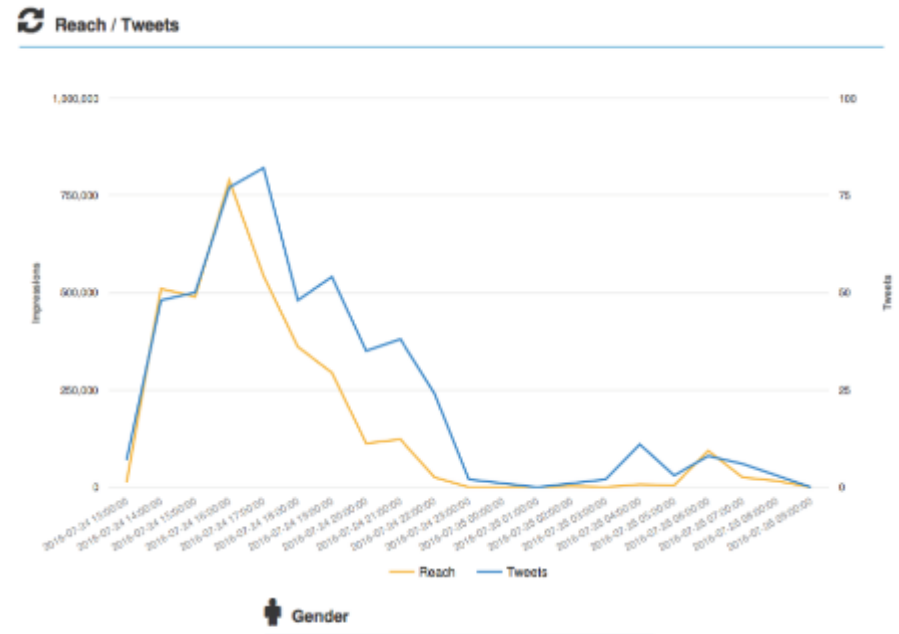


# Social Media Coverage

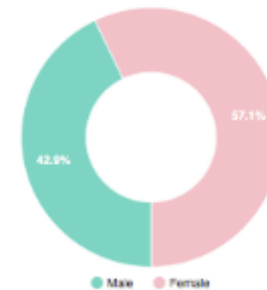
(July 22nd – July 29th)



- Trending topic on Sat 23rd and Sun 24th July
- Total tweets: 500
- Contributors: 194
- Total Impressions: 3.405.947
- Total Audience: 647.835
- Instagram photos: 23
- Instagram likes: 10.173
- Periscope videos: 5
- Periscope views: 2.

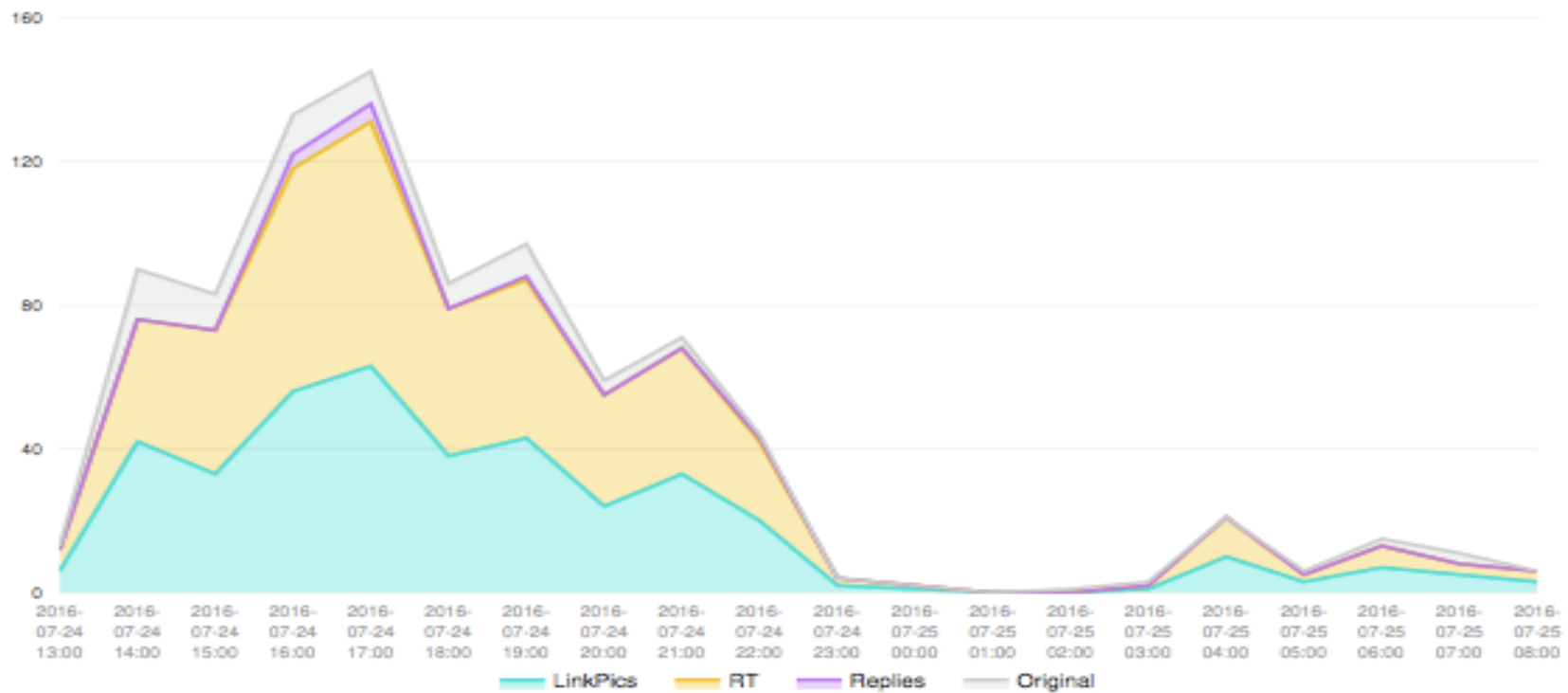


**Gender**





## Type of activity timeline



# Top Images

(July 22nd – July 29th)



**Kay Gillespie**  
[@TheChaoticScot](#)

Scottish travel blogger. Inspiring you to experience more of Scotland. Yes, you! I...

Favorites: **36** Retweets: **12**



**Laura**  
[@laretour](#)

travel blogger, book lover & weekend adventurer. part of...

Favorites: **25** Retweets: **12**



**Laura**  
[@laretour](#)

travel blogger, book lover & weekend adventurer. part of...

Favorites: **52** Retweets: **14**



**Travels with a Kilt**  
[@travelwithakilt](#)

Travelling Scotsman, digital marketing consultant, itinerary planner and Scotland...

Favorites: **42** Retweets: **24**



**Kay Gillespie**  
[@TheChaoticScot](#)

Scottish travel blogger. Inspiring you to experience more of Scotland. Yes, you! I...

Favorites: **42** Retweets: **12**



**David C. Weinczok**  
[@TheCastleHunter](#)

Historian, castle explorer, writer, @Digit2017 YouTube presenter & history...

Favorites: **58** Retweets: **26**

# Favourite Tweets and Instagrams

(July 22nd – July 29th)



# Favourite Tweets and Instagrams

(July 22nd – July 29th)



Robert Wight and 2 others Retweeted

**David C. Weinczok** @TheCastleHunter · Jul 25

Me Now: I spent my weekend pointing swords at castles.  
8-year-old Me: Yes, everything works out! #historyhunters

← 21 ❤️ 87 ...

The Scots Magazine and 2 others Retweeted

**Kay Gillespie** @TheChaoticScot · Jul 25

Myself & @FunkyElles did 29 sites in 2 days 🙌 Here's my fav - Caerlaverock Castle 🏰 #historyhunters @weavehistory

← 13 ❤️ 65 ...



# Favourite Tweets and Instagrams

(July 22nd – July 29th)



**travelswithakill**  
Castle Campbell ... **Siguiendo**

846 Me gusta 2 sem

travelswithakill First up for the central Scotland #historyhunters today - a visit to gorgeous Castle Campbell at the head of Doñar Glen #scotland #history #travel

travelswithakill #igerscots #ig\_scot #scotspit #adventure #landscape #nature #lonelyplanet #pfp/photo #scotlanders

Añade un comentario...

**madabouttravel**  
Ruthven Barracks

233 Me gusta 1 sem

madabouttravel Those were one the mighty stables of what was #Ruthven barracks... What a hauntingly beautiful place with quite a tragic history. Yes, it is just a ruin, but @historicscotland makes sure people like

**iaretour**  
St Ninians Cave **Siguiendo**

400 Me gusta 2 sem

iaretour This weekend, we are #historyhunters! I'm joining forces with #historicscotland & #scotlanders for a mammoth history tour up north. Got any recommendations for us? BTW, this beautiful spot is down in Dumfries & Galloway, more on the blog.

dafyddpowell31 @iaretour: Dunnottar castle without a doubt on the way to Aberdeen! Then Bow Fiddle rock. Early Sunday morning, possible Elgin Cathedral ruins,

Añade un comentario...

**thechaoticscot**  
MacLellan's Castle **Siguiendo**

159 Me gusta 2 sem

thechaoticscot A splash of colour at MacLellan's Castle. This weekend, myself and 5 other bloggers have teamed up with @historicscotland on an exciting campaign like no other. In pairs, we are racing around the country in a bid to visit as many Historic Scotland sites as we can. Today myself and @funkyellas managed 12 in Dumfries & Galloway. Tomorrow we're off to the Borders. Follow #HistoryHunters for snapshots of each site and to find out which team wins...

thechaoticscot #igers #igershub #igersoftheday #igersscotland #travel #travelgram #scotlandlower #instacally

Añade un comentario...

**funkyellas\_scotland** **Siguiendo**

108 Me gusta 1 sem

funkyellas\_scotland The ruins of Dryburgh Abbey, one of my favourites from our #historyhunters campaign in the Scottish Borders. Dating from 1150, it's the burial place of David Erskine, 11th Earl of Buchan and also Sir Walter Scott. #scotland #castle #history

funkyellas\_scotland #scotland #scotlanders #overs\_scotland #igerscots #insta\_scotland

Añade un comentario...



# THANK YOU!

Get in touch: [info@thescotlanders.com](mailto:info@thescotlanders.com)

Twitter: @scotlanders

Instagram: @scotlanders