

Agenda Item	9
Report No	G/13/23

THE HIGHLAND COUNCIL

Committee: Gaelic Committee

Date: May 31 2023

Report Title: Seachdain na Gàidhlig (World Gaelic Week) 2023

Report By: Executive Chief Officer, Performance and Governance

1. Purpose/Executive Summary

- 1.1 The purpose of this report is to provide elected Members with an overview of Scotland's second iteration of Seachdain na Gàidhlig - SnaG (World Gaelic Week) which celebrates Scottish Gaelic across the world.
- 1.2 The report also updates Members on the activities which took place, and makes suggestions regarding how best to maximise and blend appropriate projects in relation to the use of specific social media platforms.

2. Recommendations

- 2.1 Members are asked to:
 - i. Consider, and note the report

3. Implications

- 3.1 Resource
The resource requirements are minimal and if required can be met within the existing Service budget
- 3.2 Legal
The Highland Council have a requirement to implement its Gaelic Language Plan under the Gaelic Language (Scotland) Act of 2005.
- 3.3 Community (Equality, Poverty, Rural and Island)
There are positive implications for Gaelic, as the Gaelic Team, work with community groups and organisations to deliver events during the week.

3.4 Climate Change / Carbon Clever

The Gaelic team maximises the use of technologies for meetings and delivering the SnaG projects to liaise with colleagues and external bodies to reduce travel implications.

3.5 Risk

The future developmental proposals for SnaG are subject to resources and theme set for 2024.

3.6 Gaelic

The report enhances Gaelic development across the Highlands and worldwide and supports the participation and promotion of a worldwide national initiative. It also assists the implementation of the current Gaelic Language Plan.

4. Seachdain na Gàidhlig (SnaG)

4.1 SnaG is a national initiative which took place between February 20 – 26, the event is funded by Bòrd na Gàidhlig, Hands Up For Trad and Creative Scotland.

<https://seachdainnagaidhlig.scot/> SnaG created a fund for community groups and organisations to submit applications for to support their relevant event.

4.2 The Council were proactive in engaging with the annual SnaG national initiative. The Gaelic Team developed, facilitated, and organised a range of projects which focussed on Home and Community, Education, and the Corporate themes of the current Gaelic Language Plan (GLP3). Several schools across the Highlands also actively participated and utilised online and social media platforms to promote their specific initiatives.

5. SnaG - Projects

5.1 The Chair of the Gaelic Committee recorded a short video to welcome the event in the Highland area and promoted the importance of participating in the event. The Chair of the Education Committee closed the event by also recording a short video to thank all participants especially teachers and pupils.

5.2 The Gaelic Team also maximised the use of social media platforms to create innovative corporate projects which included place-name of the day and proverb of the day. The Gaelic Team organised and facilitated community events which included a Gaelic Learners event, and in collaboration with Cultrann Gàidhlig agus Cèic event. Further details on the wide range of SnaG can be viewed on the padlet link. [Seachdain na Gàidhlig Padlet](#)

6. Future Planning and Analysis

6.1 The Corporate Communications Team liaised with the Gaelic Team to compile a performance analysis between SnaG 2022 and SnaG 2023, this gained some valuable information to forward plan for the 2024 event.

6.2 The suggestions could be as follows for social media platforms:-

- **Facebook**, – to supplement the general messaging regarding SnaG, to emphasise additional focus on school participation and activities. It is important

to highlight that during the SnaG week Highland schools were on the mid-term break.

- **Twitter**, – to focus on bitesize engaging facts and interesting insights pertaining to Gaelic heritage and culture.
- **Instagram**, – create a reel which could include various people of different ages and genders, resident in various locations within the Highlands replying to a specific question e.g., ‘What does Gaelic mean to me?’ and this could be linked to the specific theme of the 2024 event. The theme is chosen by SnaG. People, pupil, fluent and Gaelic learner approach which could be developed as a public facing approach that would focus on a favourite Gaelic word and the reason why.
Vox pops of individuals outside in towns and rural area settings which would also incorporate the natural environment.
- **TikTok** – could focus on educational outputs, however, this platform could be used to develop 3 minute videos of the Gaelic place-name and the Gaelic proverb and further explain their origins.

- 6.4 The social media performance report attached which was compiled by the Corporate Communications Team shows the online analytical data which took place during the campaign event.[Seachdain na Gàidhlig Presentation PPT](#)
- 6.5 SnaG have submitted their final report to Bord na Gaidhlig for the 2023 event and they have commenced on the preparatory work for next year’s event. They received in excess of 60 applications. SnaG aim to run and administer the Small Grants Fund which includes micro-grants of up to £500 and Local Authorities will be eligible to apply to the scheme.
- 6.6 The 2024 SnaG event will commence on February 19 and end on February 26. SnaG have thanked the Highland Council for their support and participation towards the initiative.

Designation: Gaelic Development Officer

Date: May 2 2023

Author: Morag Anna MacLeod Mitchell

Background Papers: None

Appendices:

Seachdain na Gàidhlig 2023

Aithisg Coileanaidh nam Meadhanan Sòisealta

World Gaelic Week 2023

Social Media Performance Report

Seachdain na Gàidhlig

Seachdain na Gàidhlig (World Gaelic Week) is a global campaign which aims to raise the profile of Gaelic through community initiatives, projects and events. The Highland Council has supported this annual campaign since its creation last year (2022).

This year's theme of 'Coming Together' Seachdain na Gàidhlig worked to connect people to promote, use and learn Gaelic; through a coordinated network of in-person and online activities taking place across Scotland and internationally, from 20–26 February 2023.

The initiative is funded and supported by Bord na Gàidhlig. The Highland Council agreed to promote a programme of activities and events delivered by the Council's Gaelic Team in partnership with schools, community groups and other agencies.

A programme of social media content was created across the Council's various social media platforms to contribute to the online engagement and promotion of Gaelic.

Deas-Bhòrd Sòisealta/Social dashboard –

Facebook

Summary of campaign data

48.5K

Total reach - organic
As of 1 March 2023

49.6K

Total impressions
As of 1 March 2023

1149

Total engagements
As of 1 March 2023

172

Total reactions
As of 1 March 2023

13

Total comments
As of 1 March 2023

39

Total shares
As of 1 March 2023

Beachdan/Insights

- A healthy performance on Facebook, nearly reaching 50,000 accounts on the platform organically. This is an improvement on last year's campaign (44.9K).
- The return on engagement across the posts is good and steady, with a couple items of the content receiving an excellent engagement rate.
- When compared to last year's campaign, there is a slight dip in key engagement metrics (likes/shares). However, this year's campaign was more consistent with people's interest in the content overall.

Sàr Phuist/Top Performing Posts – Facebook

Meta Business Suite

Reach

Gaelic family learning day
Bun-sgoil Ghàidhlig Loch Abar

5.8K

School project – Treoir
Raasay Primary School

4.2K

Gaelic proverb (video)
No door closes without [...]

4.2K



This post generated 113 engagements in total.

Beachdan/Insights

- Content with an Education angle performed very well on Facebook. The top performing posts highlighted activities taking place within schools. Additionally, the video featuring the Council's Education Chair returned the second highest return on engagement in relation to its reached audience.
- Comparing the content type across 2022 and 2023, posts with photographs are performing better against video content on this platform. The videos may perform better if they are re-formatted and published as reels.

Deas-Bhòrd Sòisealta/Social Dashboard –

Twitter

Summary of campaign data

43.6K

Total impressions
As of 1 March 2023

8.5K

Video – unique views
As of 1 March 2023

1.3K

Total engagements
As of 1 March 2023

219

Total likes
As of 1 March 2023

100

Total retweets
As of 1 March 2023

21

Total replies
As of 1 March 2023

Beachdan/Insights

- Our content appeared on more screens in this year's campaign when compared to the 2022 campaign.
- We saw a considerable increase in people interacting and resharing our tweets. When compared to 2022, the number of likes had increased by 26%, and retweets by 23%.
- Short form video content worked well on Twitter. On average, people interacted more with this type of content over photo or text posts.

Sàr Phuist/Top Performing Posts – Twitter

Twitter analytics

Impressions

Gaelic proverb (video)
No door closes without [...]

4.8K

Gaelic proverb (video)
It's for itself the cat croons

4K

Gaelic place names
Kylesku

3.4K

Beachdan/Insights

- On Twitter, our online audience were most interested in content which shared facts on Gaelic culture and history. This type of content works very well on Twitter because of the platform's unique selling point (USP) which is engaging bitesize messages.



This video generated 196 engagements in total.

Deas-Bhòrd Sòisealta/Social Dashboard –

Instagram

Summary of campaign data

6.2K

Reach - organic
As of 1 March 2023

3.9K

Total impressions
As of 1 March 2023

87

Total engagements
As of 1 March 2023

80

Total likes
As of 1 March 2023

1

Total comments
As of 1 March 2023

4

Total saves
As of 1 March 2023

Beachdan/Insights

- On Instagram, the number of accounts we managed to reach for this year's campaign has doubled when compared to 2022. Unfortunately, there were issues with some of the pre-programmed content which did not publish on the platform as expected. Therefore, we would have seen a higher reach than what is being reported as there would have been a higher quantity of content.
- The data on our engagement performance for this year is mixed but on average there is a good return on engagement across the Instagram posts.

Sàr Phuist/Top Performing Posts – Instagram

Meta Business Suite

Reach

Gaelic proverb (video)
No door closes without [...]

914

Gaelic in Education (video)
Education Chair

844

Gaelic in Highland (video)
Gaelic Chair

822

Beachdan/Insights

- It isn't a big surprise that the best performing content on Instagram were reels. Meta's own reports show that reels take up 30% of the time people spend on Instagram ([Hootsuite 2023](#)).
- The audience on Instagram are more likely to interact with content featuring people and landscapes.



This video generated 196 engagements in total.

Deas-Bhòrd Sòisealta/Social Dashboard –

TikTok

Summary of campaign data

3.1K

Reach - organic
As of 1 March 2023

3.4K

Video views
As of 1 March 2023

63

Total engagements
As of 1 March 2023

4hrs 45mins

Total time watched
As of 1 March 2023

59

Total likes
As of 1 March 2023

4

Total comments
As of 1 March 2023

Please note: TikTok is a new platform for the Council. Therefore, there is no 2022 data to compare against to complete a performance analysis on this site.

Sàr Phuist/Top Performing Posts – TikTok

Meta Business Suite

Views

Gaelic proverb
No door closes without [...]

272

Gaelic place name
Gairloch

264

Gaelic place name
Dornoch

257

Beachdan/Insights

- A Gaelic proverb may have taken the top spot for views. However, in general the audience were more interested in place name content. The Gairloch video gained the highest number of likes.
- Videos featuring people generated some of the best engagement on TikTok.



Top post in reach on three social media platforms