VISIT WEST END

SOCIAL MEDIA
THE YEAR IN REVIEW

Facebook & Instagram | April 2025 –March 2026

More than 2 million views.
Stronger visibility. More opportunities to showcase Byres Road & the Lanes.

A summary of our social media performance

The year at a glance

A year of increased visibility for Byres Road & The Lanes

2.04M

combined Facebook & Instagram views

749,662

Instagram views

659,921

Facebook Reel views

+15.6%

More Facebook page visits compared to previous 12 months

97.4%

Instagram views were organic. We did NOT pay to boost.

+102%

average monthly Instagram views in early 2026*

Our channels helped raise awareness of local businesses, food, shopping, events and experiences across Byres Road & the Lanes.

*Jan–Mar 2026 compared with Apr–Dec 2025; periods differ in length, so monthly averages are compared.

Facebook: strong visibility

1,294,481 views during April 2025 – March 2026

659,921
views from Reels

74.6%
views from non-followers

+15.6%
increase in page visits

188
posts published
vs 306 last year

Metric	2024–25	2025–26	Change
Page visits	10,721	12,397	+15.6%
Interactions	8,789	8,293	−5.6%
Posts published	306	188	−38.6%

The TAKEAWAY

Page visits increased even though fewer posts were published which means the algorithm is showing our content to more people.

Reels helped extend visibility and generated around half of all Facebook views.

Non-followers accounted for 74.6% of views, indicating that content was being seen well beyond the existing 26,700 followers.

Instagram: visibility driven by organic content

749,662 views and approximately 16,800 content interactions

729,867

organic views

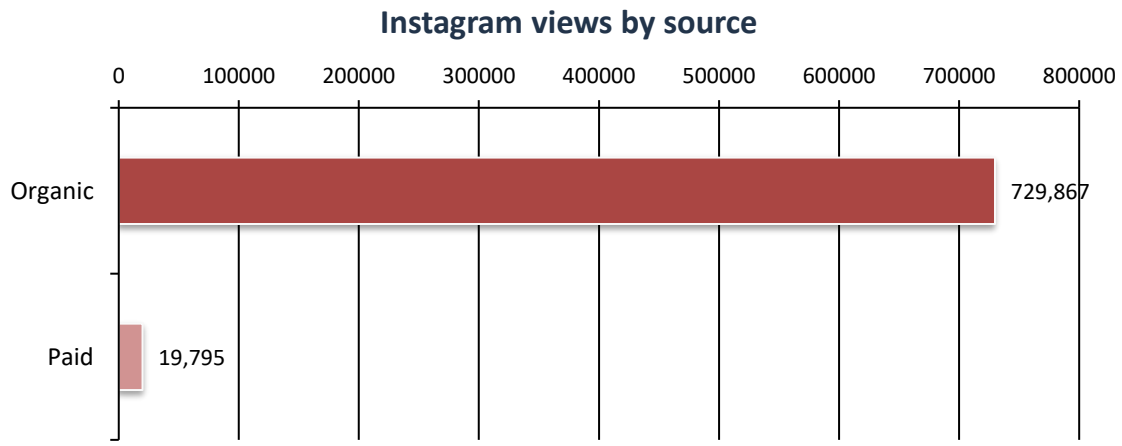
19,795

views from advertising

16,800

content interactions

approximate figure



97.4% OF VIEWS WERE ORGANIC

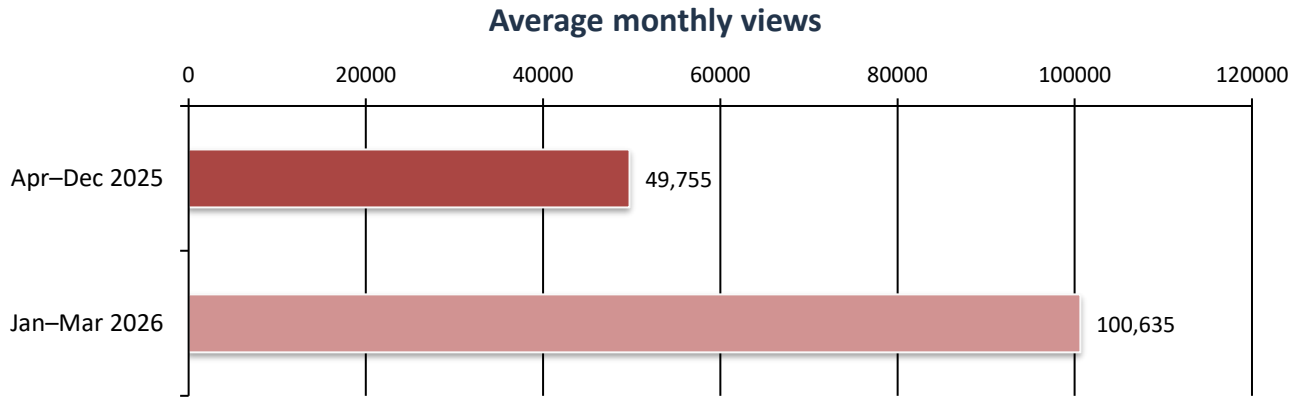
Almost all Instagram views came from content viewed *without* paid promotion.

This gives us a strong platform for showcasing businesses, food, shopping and events.

The account recorded approximately 16,800 content interactions over the year. This indicates that Instagram generated both visibility and audience engagement which leads to sales.

Instagram: average monthly views more than doubled

Comparing two periods of different lengths using monthly averages



+102%

increase in average monthly views

Instagram's early 2026 figures show a substantial increase in average monthly views. They've almost doubled.

We will aim to continue maintaining level of this visibility while improving calls to action and tracking website traffic to transform increased reach into greater interest in the destination and its businesses.

This suggests our current content is being distributed much more widely by the algorithm.

This is not a year-on-year comparison. The figures show a change in monthly averages, but do not establish what caused the increase.

What this means — and what comes next

Using social media visibility to support our businesses on Byres Road & The Lanes

WHAT WE CAN CELEBRATE

- More than 2 million combined views
- Facebook page visits increased
- Reels helped deliver Facebook visibility
- Instagram views were overwhelmingly organic
- Average monthly Instagram views rose sharply in early 2026

PRIORITIES FOR THE YEAR AHEAD

1. Build on formats that perform well, including Reels and short-form video.

2. Encourage more viewers to follow our channels via promotion at our events, marketing materials and those on our mailing list.

3. Use clear calls to action to promote businesses, events and offers.

4. Continue to track website visits and link clicks to better understand actions driven by social media which proved successful in our Restaurant Week marketing.