



**Partnership with  
VisitScotland  
PromoteShetland  
NorthLink Ferries  
1 - 7 October 2019**

## CAMPAIGN

I worked with VisitScotland, PromoteShetland and NorthLink Ferries to promote Shetland as a slow adventures destination / wellbeing escape. This covered themes including nature and wildlife, the great outdoors, walking, mindfulness, food & drink, Shetland culture and heritage, and creativity (art & craft, wool, storytelling, folklore and music).

	BLOG	INSTAGRAM	TWITTER	FACEBOOK	VIDEO	TOTAL
<b>REACH</b>	8354	181610	140263	60646	23000	<b>413873</b>
<b>ENGAGEMENTS</b>	144	6328	6039	9313	7917	<b>29741</b>

## TOP COMMENTS

*"Ahh those Shetland ponies! I've been wanting to visit Shetland for yearssss, and I'm dying to join Up Helly Aa as well. This post is only making me want to go there like, right this second!"*

*"I've wanted to visit Shetland for years to visit the places I discovered in my family history journey. It is so beautiful and your post has added even more interest with all the activities."*

*"I have to say Shetland has not been on my radar, but those ponies have me all heart-eyed! Appreciate the detailed post!"*

*"Ohhhhhh that burger and chips at Frankies looks so good! That is definitely getting added to the list for our upcoming trip to the Shetlands next year! It's a pity we won't be there at the right time for Up Helly Aa 😞 But alas, it will be an amazing trip nevertheless, of that I am convinced! Thanks for putting together this article, it's been a lot of help for our plans."*

*"Wow, this looks absolutely amazing and abandoned and I love it! It looks like some forgotten land, not overcrowded by tourists like almost everything else. So beautiful. Scotland has been a dream of mine for a really long time."*

*"How great that I came to your blog for Norway tips, and you're posting about the Shetlands also! We're visiting there (and the Orkney's!) after a few weeks in Norway/Sweden next year for my partners 40th – 7 weeks on holiday!!"*

## BLOG POSTS

2 blog posts // 8,354 page views // 131 shares // 13 comments

<https://www.heartmybackpack.com/scotland/things-to-do-in-shetland>

<https://www.heartmybackpack.com/blog/one-week-shetland-itinerary/>

## TWITTER

7 tweets // 140,263 views // 6,039 engagements

<https://twitter.com/heartmybackpack/status/1181117006659166208>

<https://twitter.com/heartmybackpack/status/1181979821267656704>

<https://twitter.com/heartmybackpack/status/1182985055486054400>

<https://twitter.com/heartmybackpack/status/1183381427750129665>


<https://twitter.com/heartmybackpack/status/1184476034441383940>

<https://twitter.com/heartmybackpack/status/1192050637233627137>

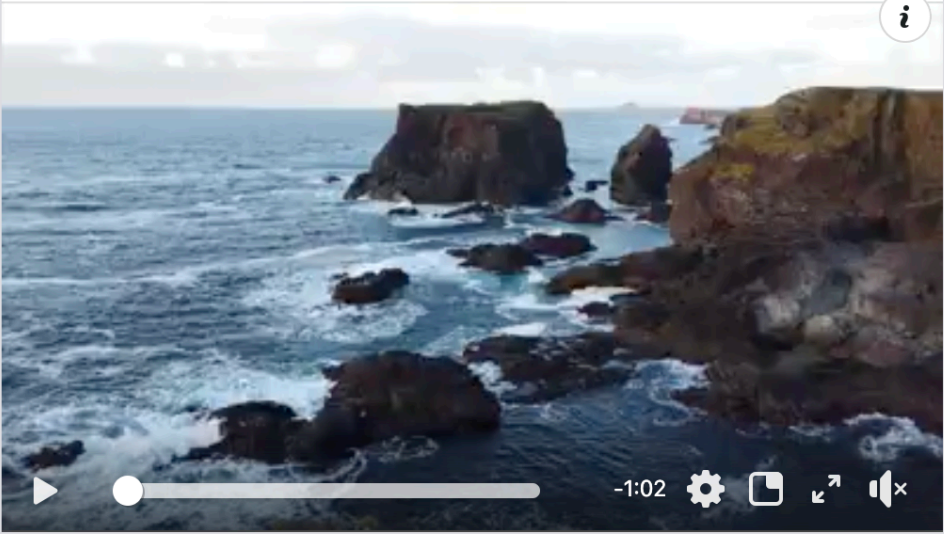
<https://twitter.com/heartmybackpack/status/1192051238059282432>

## FACEBOOK

5 posts // 60,646 reach // 9,313 engagements



**Heart My Backpack** with VisitScotland and 2 others.  
Paid partnership · 🌐

Still dreaming about the week I spent in Shetland, exploring the coast, following the Shetland Craft Trail, and petting all the Shetland ponies 🐎❤️



21,554  
People reached

1,307  
Engagements

  67

7 comments 47 shares

[Boost Post](#)

<https://www.facebook.com/heartmybackpack/posts/1320498118111946>  
<https://www.facebook.com/heartmybackpack/posts/1324806284347796>  
<https://www.facebook.com/heartmybackpack/posts/1327372490757842>  
<https://www.facebook.com/heartmybackpack/posts/1332342740260817>  
<https://www.facebook.com/heartmybackpack/posts/1347319125429845>

## VIDEO

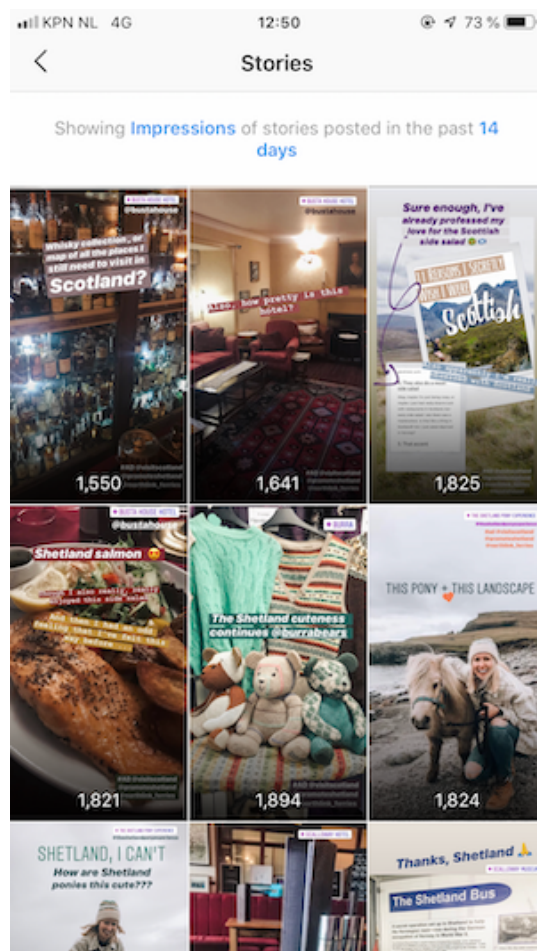
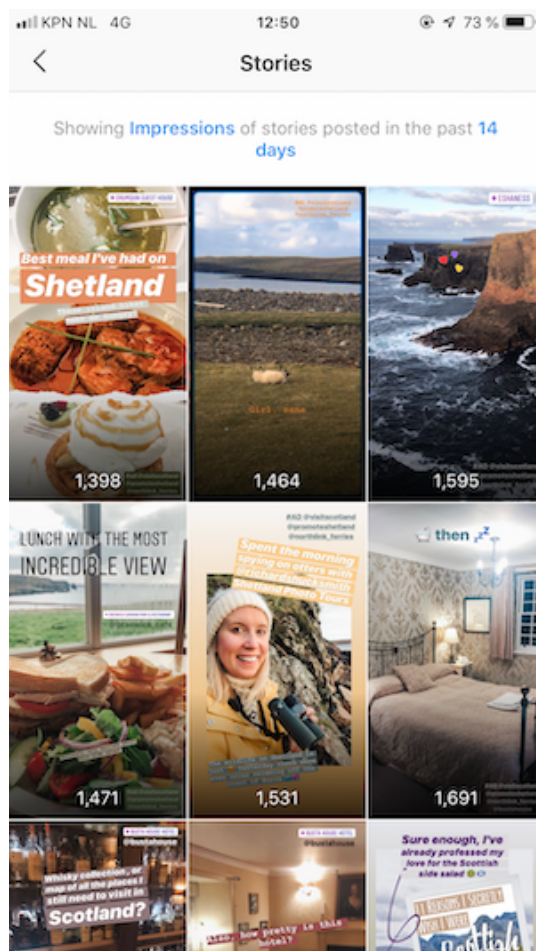
2 videos // 23,000 reach // 7,760 views // 157 engagements

<https://www.youtube.com/watch?v=28DQ8OZgxKI>  
<https://www.facebook.com/heartmybackpack/videos/412594079424199/>

## INSTAGRAM

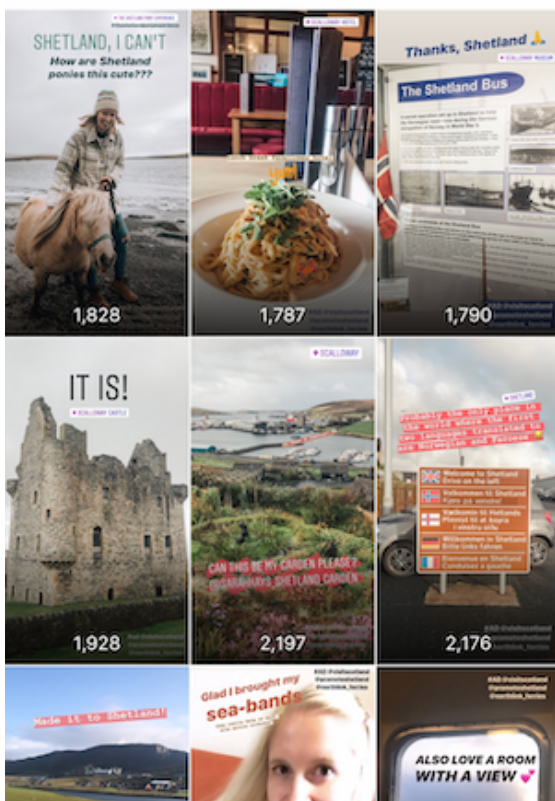
5 posts // 94,699 impressions // 6,162 likes // 166 comments  
52 stories // 86,911 views

<https://www.instagram.com/p/B3PI907AICu/>  
[https://www.instagram.com/p/B3UGHJlGm\\_i/](https://www.instagram.com/p/B3UGHJlGm_i/)  
<https://www.instagram.com/p/B3Z1pU7gfvy/>  
<https://www.instagram.com/p/B3j8dIVAAMs/>  
<https://www.instagram.com/p/B3pDrMOA3aI/>





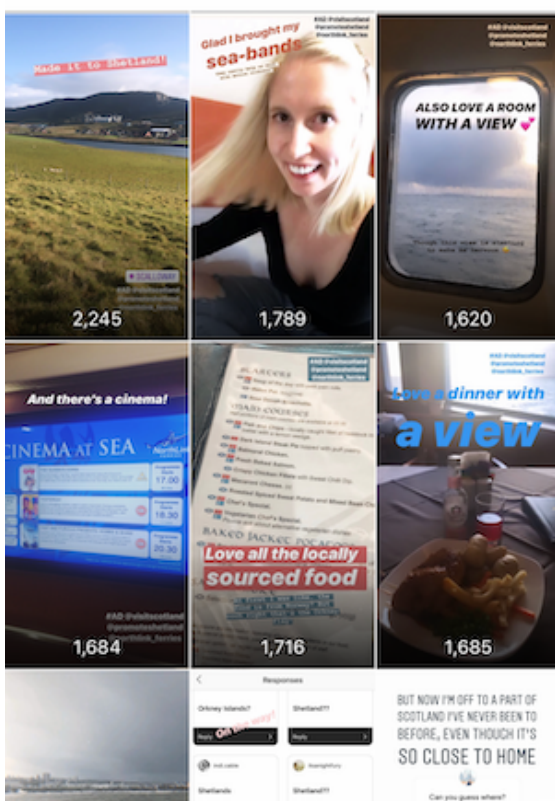
Showing Impressions of stories posted in the past 14 days



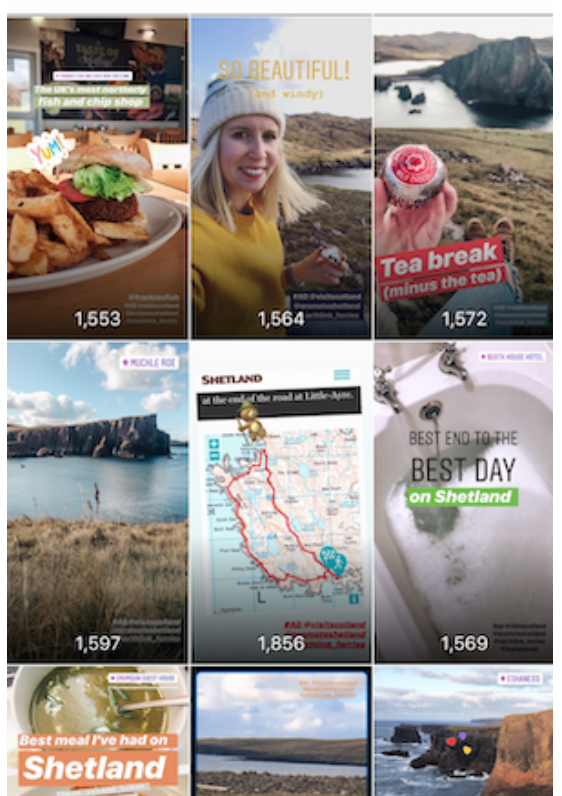
Showing Impressions of stories posted in the past 14 days



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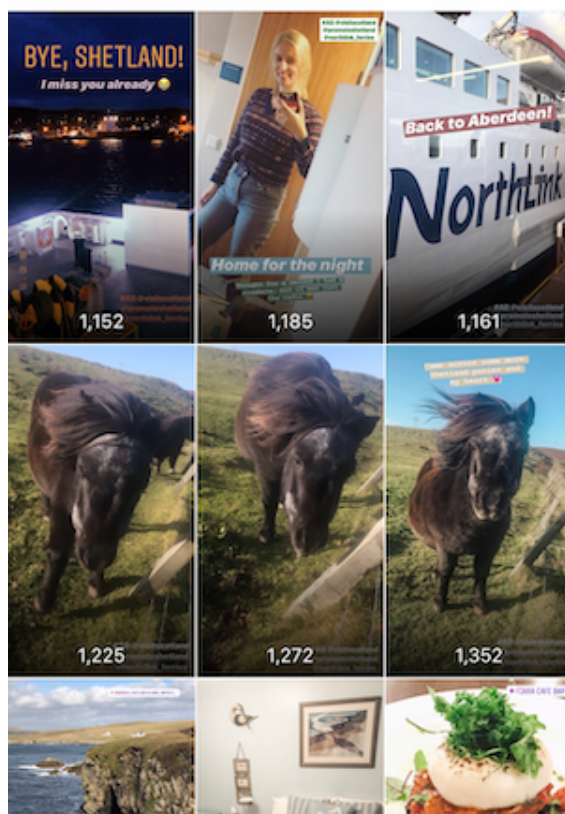


Showing Impressions of stories posted in the past 14 days

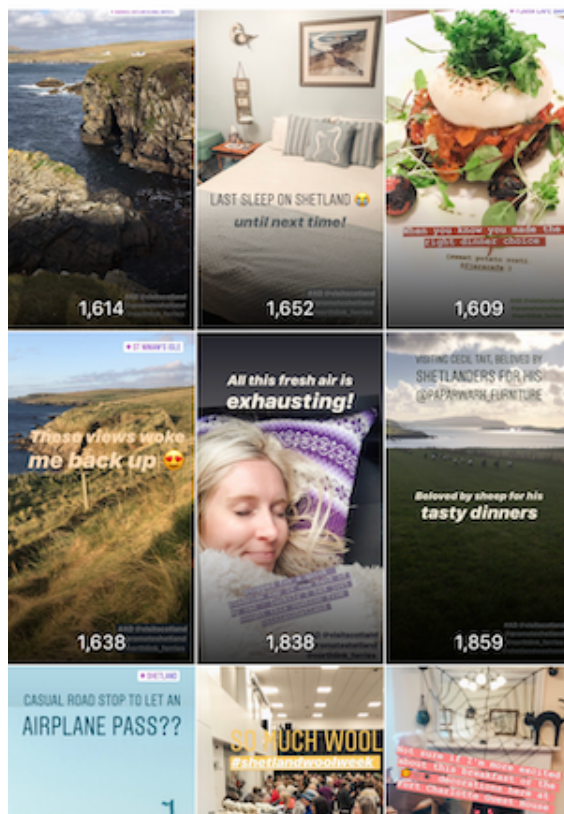




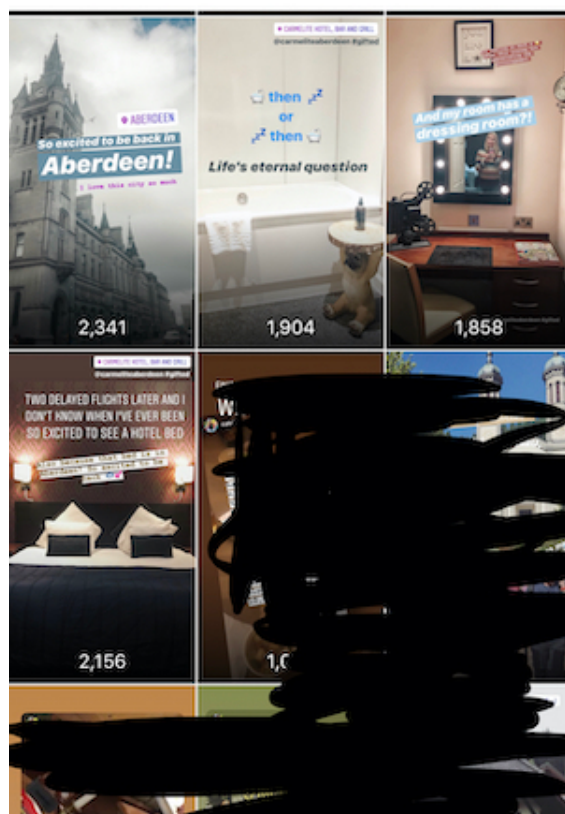
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