



Digital Report

April - June 2026

Views

The number of times content was played or displayed.

Reach

The number of accounts that have viewed your content at least once.

Interactions

The number of likes or reactions, saves, comments, shares and replies on your content,

Visits

The number of times that your Page or profile was visited.

Follows

The number of times that accounts followed you in the selected time period.

Comparisons for data from previous two months and same period (Apr - Jun) in 2025 featured in report.

Content includes videos, posts, stories and ads.

Report by Ed Horner



Views

573K



Interactions

4.6K



Reach

117K



Visits

6.4K



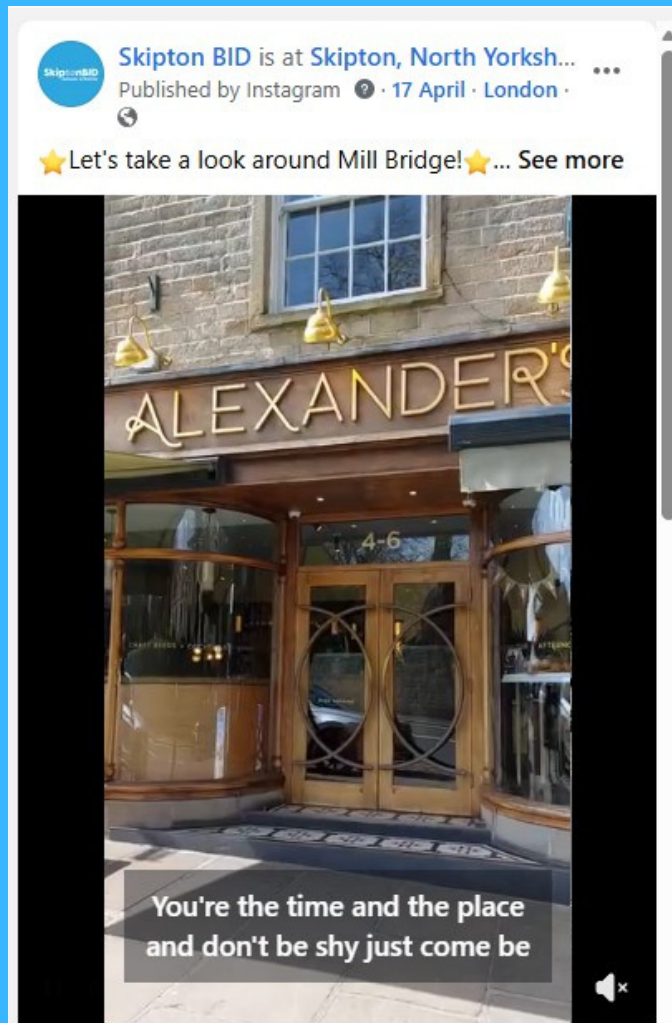
Follows

386





Best Performing Mill Bridge Reel



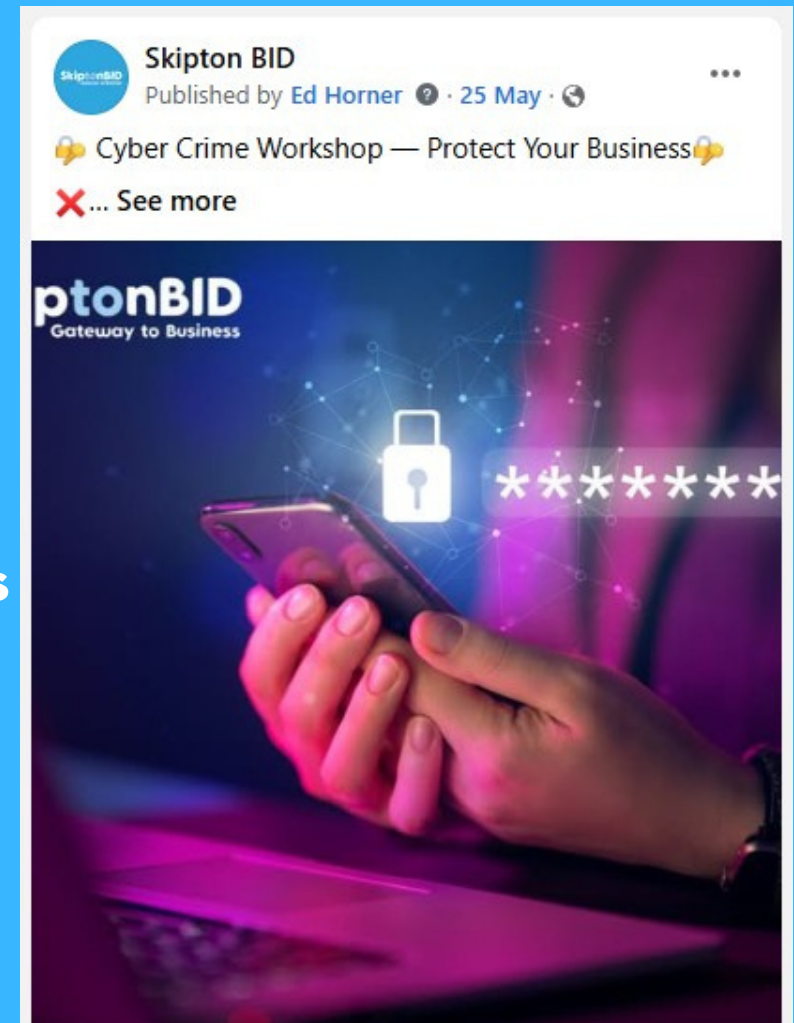
Views
25.3K

Interactions
404

Views
154

Interactions
0

Worst Performing Cyber Crime Promo





Views

37.6K

↑ 17% on Jan - Mar 2026

Data N/A for Apr - Jun 2025

Interactions

1.1K

↑ 16% on Jan - Mar 2026

Data N/A for Apr - Jun 2025

Reach

5.7K

↑ 3.1% on Jan - Mar 2026

↑ 375% on Apr - Jun 2025

Visits

553

↑ 30% on Jan - Mar 2026

↑ 150% on Apr - Jun 2025

Follows

91

↑ 35% on Jan - Mar 2026

↑ 4450% on Apr - Jun 2025



Best Performing Business Awards Entries

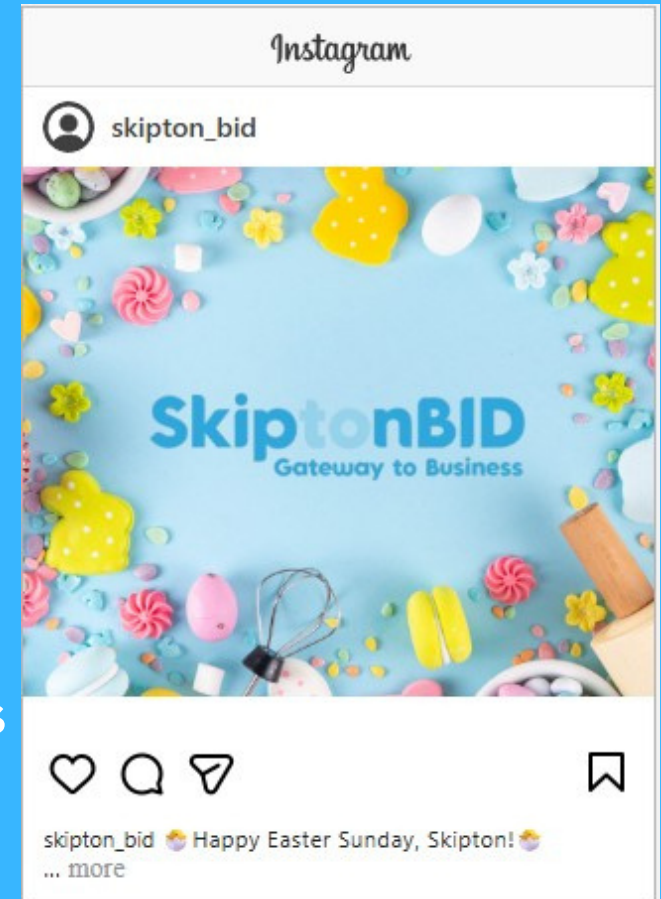


Views
1.2K

Reach
753

Interactions
18

Worst Performing Happy Easter Skipton



Views
56

Reach
37

Interactions
2



Views

590K

↑ 53% on Jan - Mar 2026

↑ 1% on Apr - Jun 2025

Interactions

4.9k

↑ 40% Jan - Mar 2026

↓ 46% on Apr - Jun 2025

Reach

178K

↑ 65% on Jan - Mar 2026

Data N/A for Apr - Jun 2025

Visits

2.6K

↑ 47% on Jan - Mar 2026

↓ 46% on Apr - Jun 2025

Follows

490

↑ 36% Jan - Mar 2026

↓ 30% on Apr - Jun 2025



Best Performing Car Show Promotion



Views
123.4K

Reach
88.5K

Interactions
410

Worst Performing Three Little Pigs Show



Views
232

Reach
152

Interactions
0



Views

8K



32% on Jan - Mar 2026

Interactions

288



3% on Jan - Mar 2026

Follows

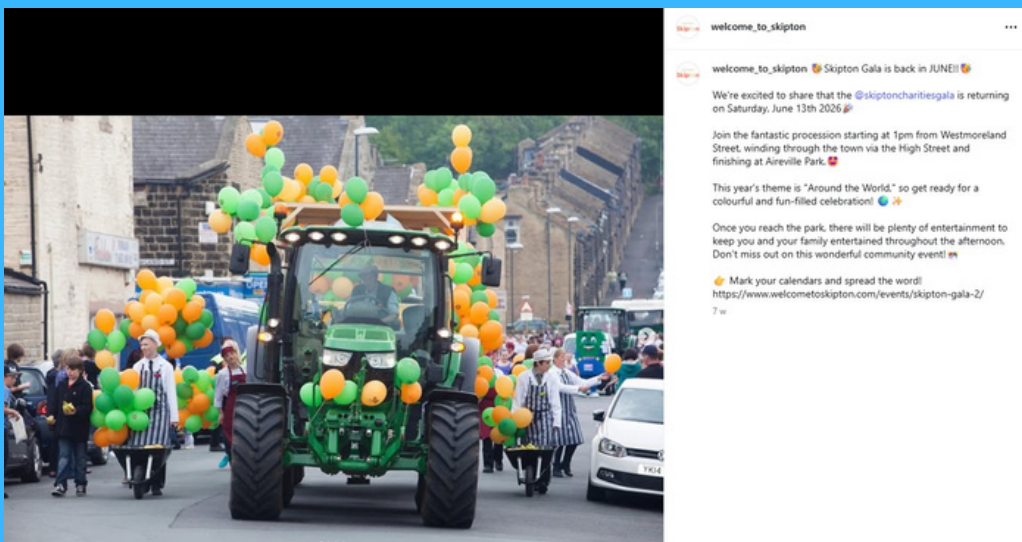
78



86% on Jan - Mar 2026

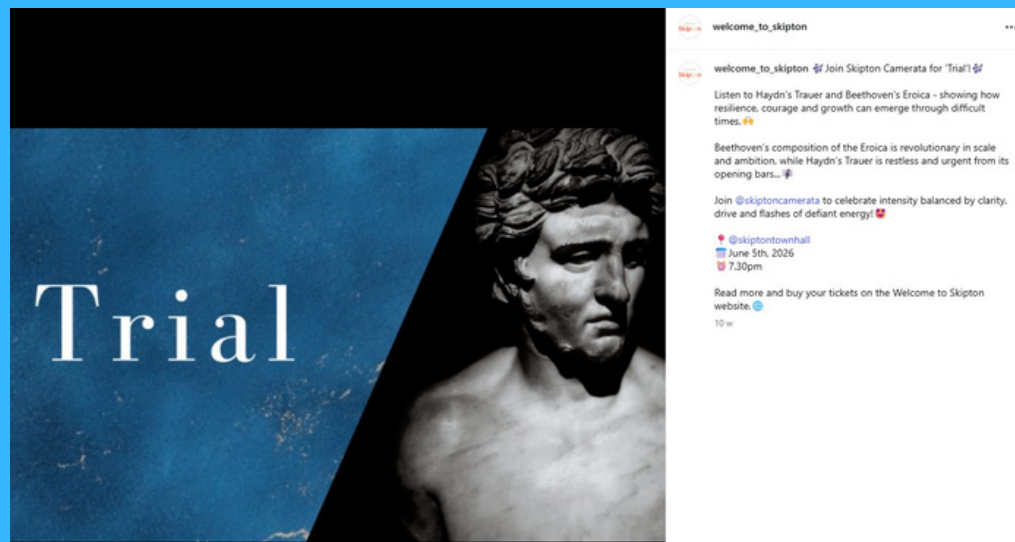


Best Performing Gala Promo Post



Views - 454
Interactions - 8

Worst Performing Skipton Camerata Promo



Views - 137
Interactions - 1