



Digital Report

January - March 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 (Jan - Mar) in 2025 featured in report.

Content includes videos, posts, stories and ads.

Report by Ed Horner



Please note: Drop in figures is
common early in the year
following a boost over the
Christmas period.

Views

288K



Interactions

2K



Reach

95K



Visits

3.2K



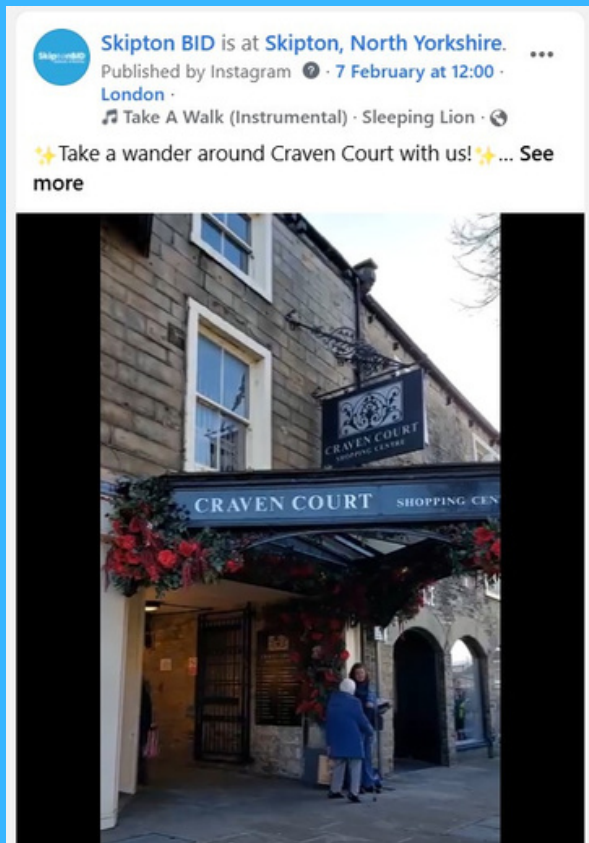
Follows

178





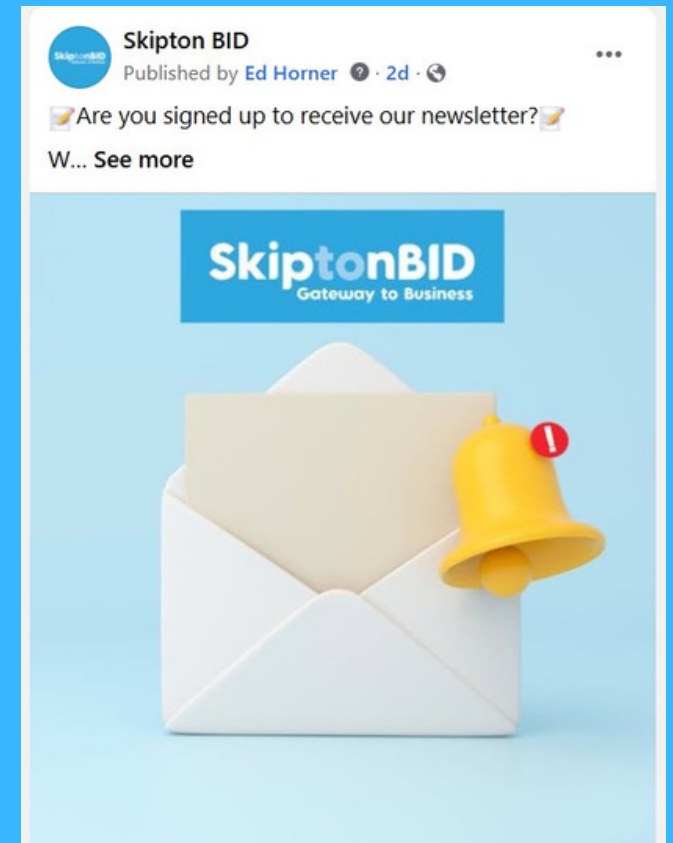
Best Performing Craven Court Walk-Around Reel



Views
20,104

Interactions
315

Worst Performing Newsletter Sign Ups Push Post



Views
207

Interactions
0



Please note: Drop in figures is common early in the year following a boost over the Christmas period.

Views

21.2K

↓ 52% on Oct - Dec 2025

Data N/A for Jan - March 2025

Interactions

624

↓ 33% on Oct - Dec 2025

Data N/A for Jan - March 2025

Reach

3.6K

↓ 33% on Oct - Dec 2025

↑ 125% on Jan - March 2025

Visits

305

↓ 44.7% on Oct - Dec 2025

↑ 165% on Jan - March 2025

Follows

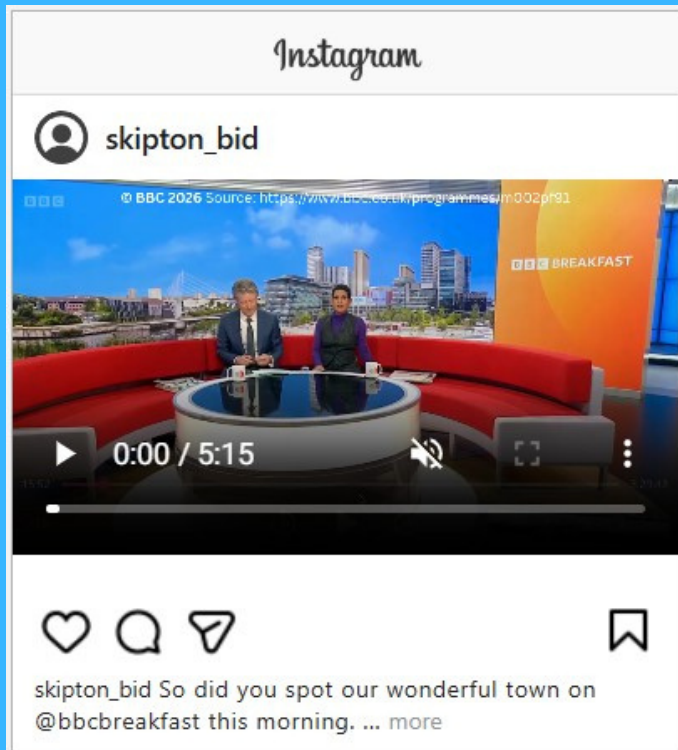
67

↓ 33% on Oct - Dec 2025

↑ 325% on Jan - March 2025



Best Performing Skipton on BBC Breakfast



Views
1,716

Reach
1,180

Interactions
106

Worst Performing Bonmarche Offer Post



Views
59

Reach
33

Interactions
0



Please note: Drop in figures is
common early in the year
following a boost over the
Christmas period.

Views

288K

↓ 35% on Oct - Dec
2025

↑ 190% on Jan -
March 2025

Interactions

1.2k

↓ 59% on Oct - Dec 2025

↓ 7% on Jan - March 2025

Reach

95K

↓ 34% on Oct - Dec 2025

Data N/A for Jan - Mar
2025

Visits

1.6K

↓ 50% on Oct - Dec 2025

↑ 45% on Jan - March 2025

Follows

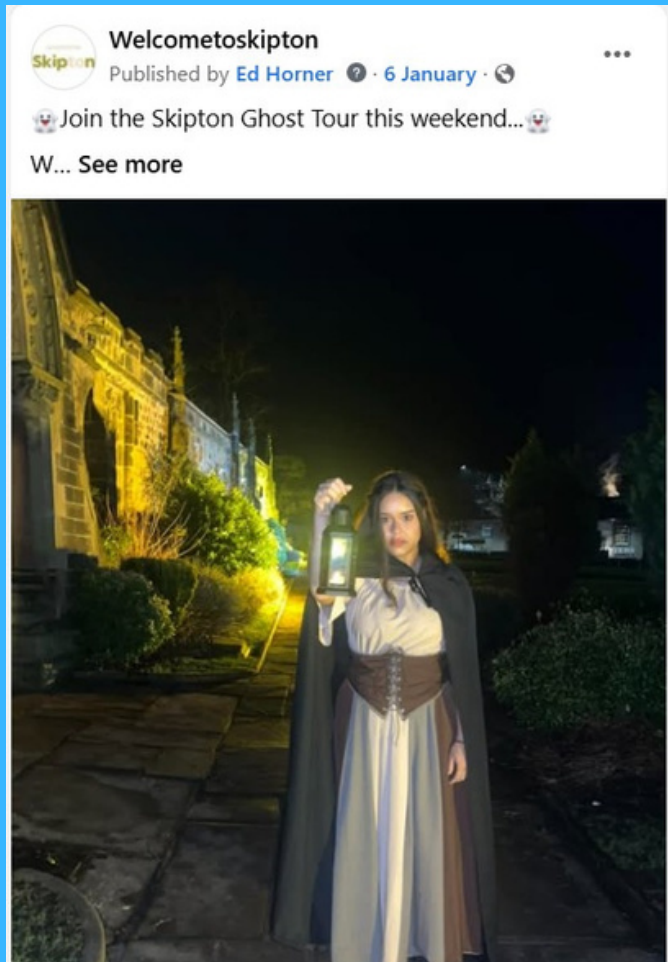
278

↓ 25% on Oct - Dec 2025

↑ 334% on Jan - March 2025



Best Performing Ghost Tour Promotion

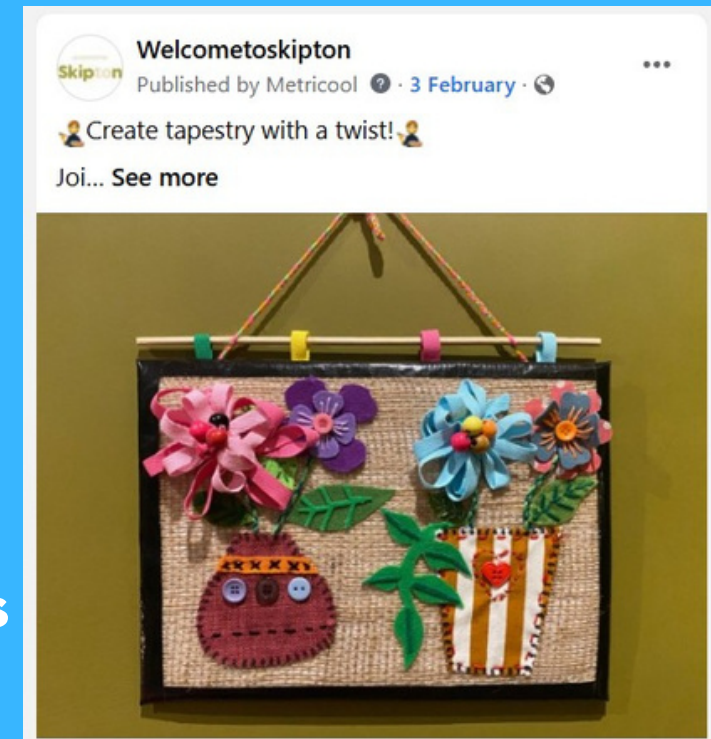


Views
73,408

Reach
52,921

Interactions
162

Worst Performing Tapestry with a Twist Event



Views
386

Reach
310

Interactions
0



Please note: Drop in figures is
common early in the year
following a boost over the
Christmas period.

Views

10.6K



43% on Oct - Dec 2025

Interactions

280



19% on Oct - Dec 2025

Follows

42

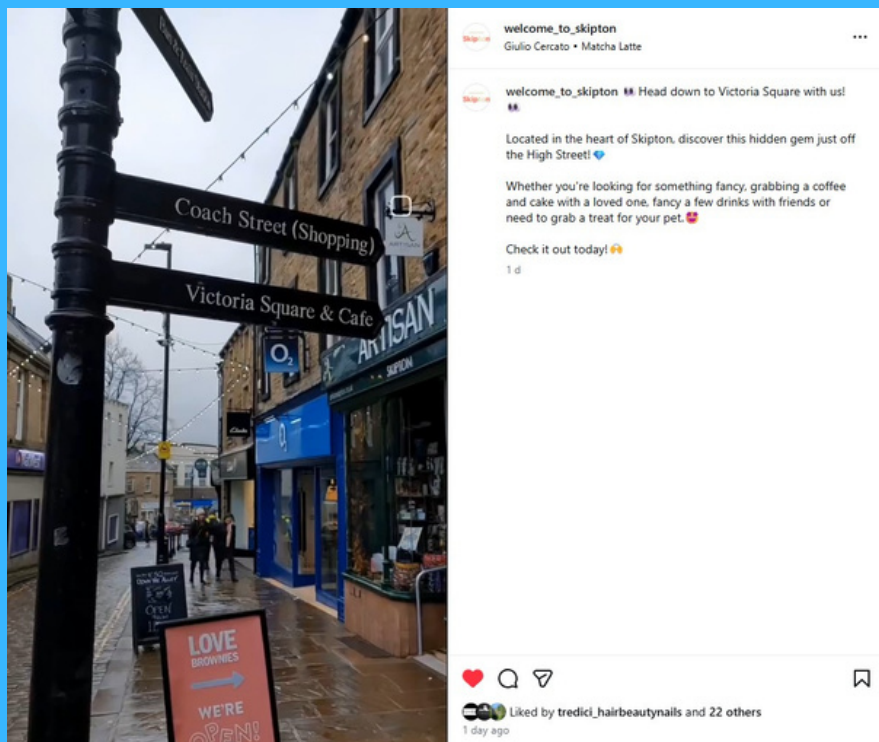


30% on Oct - Dec 2025

welcome
Skipton

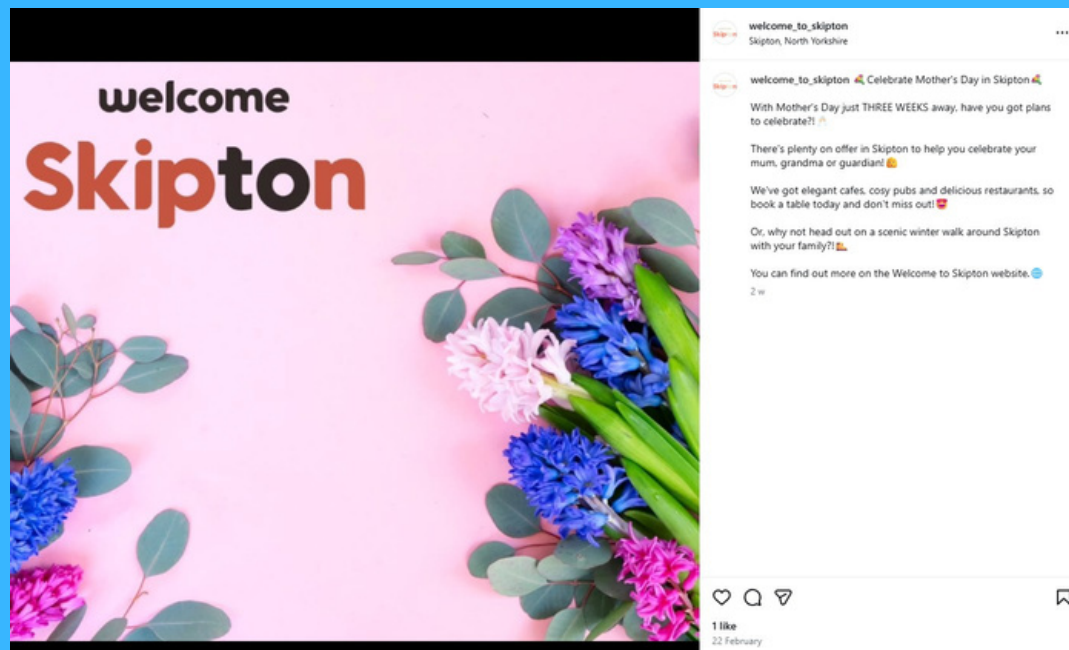


Best Performing Victoria Sq Reel on Socials



Views - 493
Interactions - 23

Worst Performing Mother's Day in Skipton Push



Views - 79
Interactions - 1