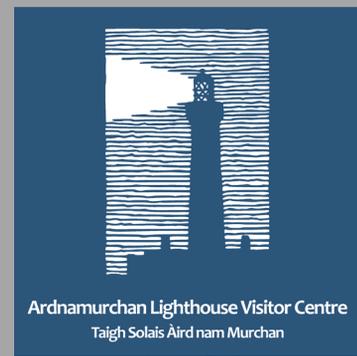


# The Western Edge: Ardnamurchan Lighthouse Trust



## UHI Tourism Knowledge Exchange Challenge Fund Project

### Case study

The **impetus** for this collaboration between Ardnamurchan Lighthouse Trust and the Centre for Recreation and Tourism Research was to address their lack of, and increase their knowledge and understanding of, social media marketing.

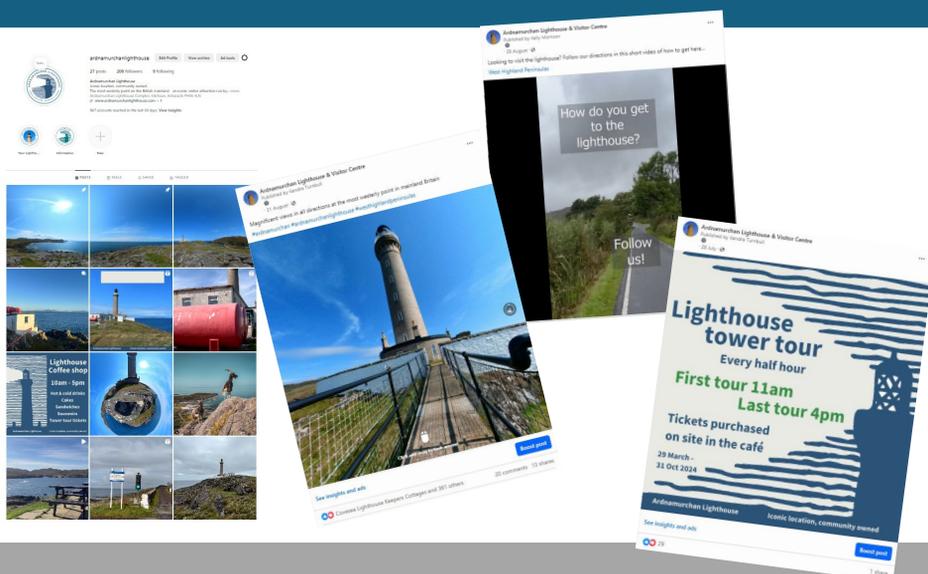


The overall **aim** of this collaboration was to build capacity, knowledge and community wealth alongside the initiative, ensuring lasting impacts beyond the project timescale.



The **outcomes** will be that the initiative will generate more visitors to the site, enhancing revenue generating opportunities, and that ALT will be empowered to be able to market its tourism offering in an effective but sustainable manner.

The **output** is a feasible but effective marketing strategy, a library of social media posts and tailored adjustable information graphics.



# Site visit and meeting

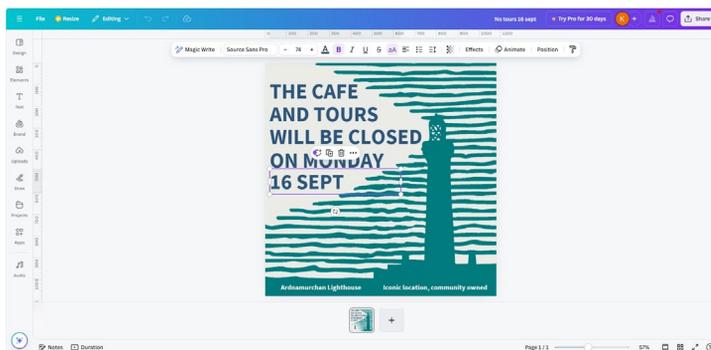
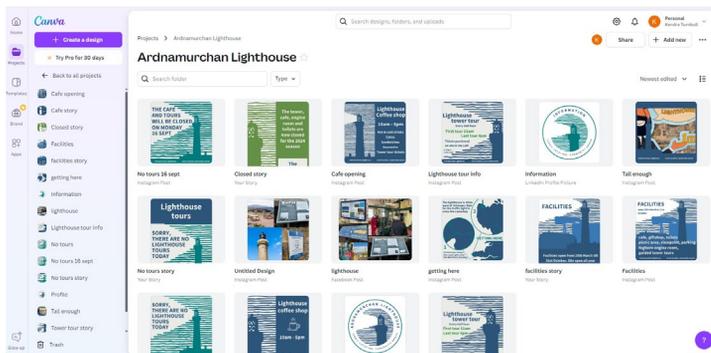


The collaboration began with an onsite meeting between Ardnamurchan Lighthouse Trust (ALT) and the Centre for Recreations and Tourism Research (CRTR) staff to gain an understanding of the current capacity, along with its characters and ambition for its tourism offering. It was vitally important to the sustainability of the marketing strategy created that the project did not overwhelm, 'come in and take over', or add too much extra to an already limited capacity.



## Tailored information

Due to their limited capacity ALT required a way that they could convey messages easily and efficiently. Information regarding the site and tower tours were the most frequently requested. CRTR created graphical information posts utilising free online software, so that the posts are easily adaptable for future requirements. Training in the software and a 'how to video guide' was provided. Simple, but effective, changes to social media profiles were discussed and implemented, for example changing the automatic reply for direct messages to answer the most frequently asked question, linking the social media accounts or unpinning old/out of date posts.



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# Social media

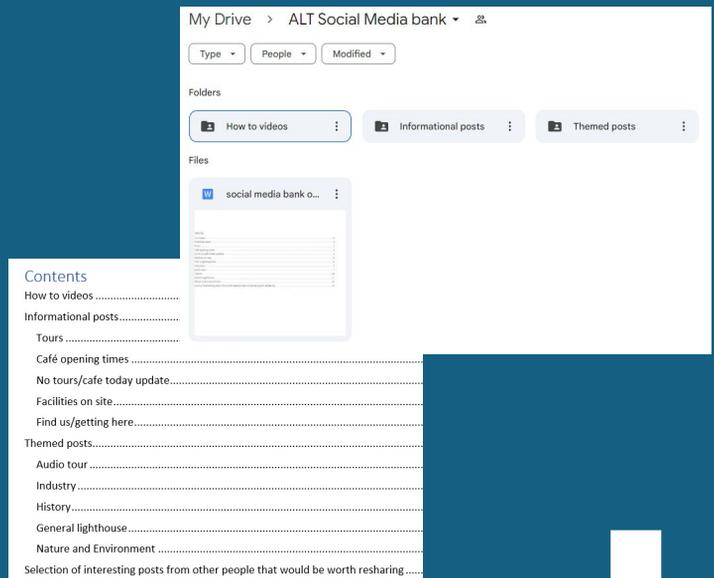
The initial stage was to reestablish the connection to the Instagram account and link it with the Facebook account via Meta Business Suite. Training and examples were provided as how to utilise this to post across both platforms.

Following discussions on themes, tones and styles CRTR created a selection of social media posts, reels and stories.



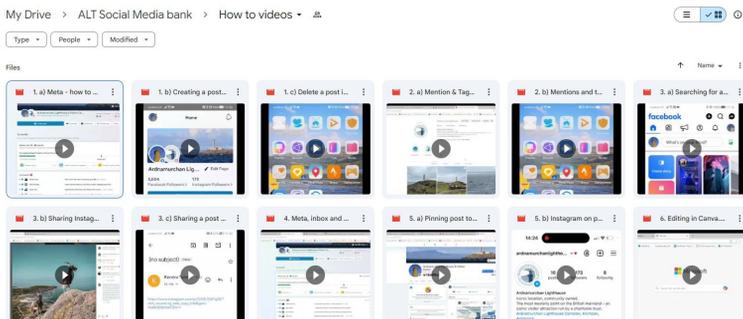
## Marketing library

The social media posts created were not only posted during the 2024 tourist season but were also placed into a 'library' for future use. This document not only lists original posts but also provides information on sharing others posts. The file, along with any associated images/videos, are stored in a shared Google Drive.



## Knowledge exchange

Through strong relationship building over several site visits, demonstrations, 'how to' guides, one to one support, and tailored graphics, CRTR were able to work with ALT to enhance knowledge and enable their own content creation both during the project and into the future.



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**Facebook statistics have increased and been positively received**



The Meta Business Suite functions were introduced to ALT and have been utilised to cross post between platforms, schedule posts, create stories, highlight reels, respond to messages and examine insights.

"I can confidently state that the Lighthouse Trust are delighted with the achievements of this initiative. The knowledge and coaching provided by Kendra and Kelly have enabled us to move forward with a far greater understanding of how we can utilise social media to market our site to a wider audience."

Ritchie Dinnes,  
ALT Director



**Instagram statistics have increased and interaction with 'tagging' the lighthouse in posts encouraged.**

