

### INVOLVING PEOPLE

#### Cairngorms Nature social media activity

Social media is a vital communication tool in the 21st century and Cairngorms Nature is very active on Twitter and Facebook.

@CNPnature is our Twitter handle and, to date, has 3286 followers, equally split between the genders. 96% are under 54 years of age, with 10% under 25. In 2017, Cairngorms Nature tweets were distributed approx 250,000 times with an average engagement rate of 5%.

The Facebook page has over 11,000 likes! In 2017, posts reached 1.6m individual Facebook accounts and had an average engagement rate of 10%. Our facebook audience has slightly more females (57%) and an older demographic than twitter, with 83% being under 54 and 8% being under 25.

Find out more ...

- **Facebook**
- **Twitter**

