

Agenda Item	6
Report No	G/12/26

The Highland Council

Committee: **Gaelic**

Date: **26 August 2026**

Report Title: **Seachdain na Gàidhlig 2026 – Corporate Communications and Engagement for Gaelic**

Report By: **Assistant Chief Executive - People**

1. Purpose/Executive Summary

- 1.1 This report details the social-media campaign which took place during Seachdain na Gàidhlig 2026, as part of a wider effort to increase Gaelic and Gaelic-related content on council communication channels.

2. Recommendations

- 2.1 Members are asked to note:

- i. the report;
- ii. and consider the activity in support of Seachdain na Gàidhlig 2026; and
- iii. the successful efforts to increase the number of Gaelic-related projects promoted through press releases and social media in 2025 -26.

3. Implications

- 3.1 **Resource**
The activity has been undertaken by the Council's corporate communications and Gaelic teams.
- 3.2 **Legal**
Under the Gaelic Language (Scotland) Act 2005, The Highland Council has a statutory duty to prepare, implement and report on a Gaelic Language Plan. Increased public communication in Gaelic supports compliance with this duty.
- 3.3 **Risk**
There are no risks arising directly as a consequence of this monitoring and update report.

- 3.4 Health and Safety (risks arising from changes to plant, equipment, process, or people)
There are no risks arising directly as a consequence of this monitoring and update report.
- 3.5 Gaelic
There are positive implications for Gaelic through increased visibility, awareness and engagement. The communications activity outlined in this report supports the implementation of the Highland Council Gaelic Language Plan by promoting Gaelic across education, culture, communities, business and the economy.

4. Impacts

- 4.1 In Highland, all policies, strategies or service changes are subject to an integrated screening for impact for Equalities, Poverty and Human Rights, Children's Rights and Wellbeing, Climate Change, Islands and Mainland Rural Communities, and Data Protection. Where identified as required, a full impact assessment will be undertaken.
- 4.2 Considering impacts is a core part of the decision-making process and needs to inform the decision-making process. When taking any decision, Members must give due regard to the findings of any assessment.
- 4.3 This is an update report and therefore an impact assessment is not required.

5. About Seachdain na Gàidhlig

- 5.1 Established in 2022 and funded by Bòrd na Gàidhlig, Seachdain na Gàidhlig (World Gaelic Week) is an initiative to help raise the profile of the language through community initiatives, schools' engagement and an exciting calendar of events.
This year's Seachdain na Gàidhlig 2026 took place from 23rd February until 1st March.

It uses a different theme each year, and for 2026 the theme was entitled Cleachd i no caill i, (Use It or Lose It). It was a call to action for people across Scotland and beyond to actively engage with Gaelic to ensure its preservation and growth. In Highland there were opportunities for all ages to get involved, with numerous events and projects happening in schools, businesses and community organisations across the region.

6. Highland Council Communications and Engagement

- 6.1 To coincide with Seachdain na Gàidhlig, Highland Council agreed we should conduct a short social-media campaign, with three core aims:
- To support Seachdain na Gàidhlig.
 - To showcase the Gaelic activity being supported by Highland Council.
 - To promote a positive image of Gaelic and encourage its use in our region.

6.2 The social media campaign for Seachdain na Gàidhlig was held in collaboration with a wider year-round drive to increase the presence of Gaelic and Gaelic-related content on the council's communications channels.

6.3 This ambition has been strengthened by the work of the translation service provided by The Highland Council's Senior Translation Officer and by the recruitment in April 2025 of an additional Communications and Engagement officer to the Corporate Communications service, with a specific remit to work alongside the Gaelic team.

6.4 In co-operation with the Council's Gaelic development, policy and education officers it was decided that the focus of the communications activity for Seachdain na Gàidhlig should connect to the core strategic themes of [the Council's Gaelic Language Plan for 2024-2029](#).

6.5 The social media posts, web articles and news releases published during the week all related to the following themes:

- Communities and Home
- Media, Arts, Culture and Heritage
- Business and the Economy
- Education

6.6 **Activity**

6.7 Highland Council delivered a strong and varied programme of content and media activity for Seachdain na Gàidhlig 2026, which highlighted the importance of Gaelic to Highland culture, history, education, the economy and local communities.

6.8 The campaign featured a mix of video content and case studies which also coincided with the work of the council's Education and Gaelic Committees, both of which also met during the week of Seachdain na Gàidhlig.

6.9 Together, these messages helped to demonstrate the breadth and relevance of Gaelic across Highland life and in the functions of The Highland Council.

7 **Highland Council news releases**

7.1 An [Education Committee news release](#) showed how Gaelic education was helping to drive progress in attainment at Bun-sgoil Ghàidhlig Phort Rìgh in Skye. Social media data showed: 10,444 views; 7,562 viewers; 8,132 impressions.

7.2 Gaelic Committee news releases promoted the [economic value of Gaelic festivals](#) and [expanded early years provision in North Skye](#). Social media data showed: 18,457 views, 13,677 impressions. These messages were picked up and reported by local and regional media.

7.3 Combined, these articles attracted almost 29,000 views on our social media platforms, demonstrating strong public interest in Gaelic and Gaelic-related initiatives at the heart of our communities.

7.4 Social Media Content

7.5 The campaign's various posts and videos throughout the week, included:

- A [welcome message](#) from the Chair of the Education Committee.
- [Short reels](#) exploring the meaning and history of Highland place names, compiled in connection with [Ainmean-Àite na h-Alba](#), the national advisory partnership for Gaelic place-names in Scotland.
- A [business-focused video](#) which showcased Gaelic as an economic asset.
- Content highlighting Gaelic's role in culture, festivals and tourism, with a focus on the success of the [Royal National Mòd](#), held in Lochaber in October 2025.
- Education content which celebrated both Gaelic learners and Gaelic Medium Education.

7.6 One of the strongest-performing social media posts featured [P1-P3 pupils from Kyle Primary School](#) taking part in 'Say a Gaelic Phrase Day'. With a reach of 18,442 this was the highest-performing content and demonstrated strong audience interest in Gaelic learning and young people's participation in the language. The post reinforced Highland Council's message around the benefits of bilingualism and expanding Gaelic opportunities for both Gaelic Medium Education pupils and Gaelic learners.

7.7 The campaign successfully connected Gaelic to everyday life, identity and economic opportunity.

7.8 Both business and education were celebrated through two posts featuring [Nicola Thomson](#), one of the first pupils to enter Gaelic Medium Education in Sleat in Skye in 1987. Nicola is now a parent whose own children are being educated through Gaelic, while Gaelic is also at the heart of the successful small business she operates from her home..

7.9 This content successfully demonstrated the long-term impact of Gaelic Medium Education, and the contribution Gaelic speakers are making to Highland businesses and communities.

7.10 Emphasis on Gaelic as a contributor to economic development is a key theme in the Council's Gaelic plan and was also central to the [conference](#), hosted by Highland Council at Eden Court in May 2025, which explored the benefits of promoting Gaelic in businesses across the region.

8 Summary

8.1 Overall, our Seachdain na Gàidhlig 2026 campaign was successful in helping to build on our ambitions to widen and normalise Gaelic usage across Highland Council activity.

- 8.2 The number of Gaelic and culture reports promoted through press releases and social media increased significantly in 2025 -26.
- 8.3 Between April 2025 and March 2026, a total of 39 press releases and 62 dedicated social media posts were issued in connection with council Gaelic language or cultural activity.
- 8.4 Alongside the co-ordinated social media campaign as part of Seachdain na Gàidhlig 2026 this increased media activity has helped to:
- Promote Gaelic across education, culture, heritage, business and the economy.
 - Show that we can use Gaelic to reach thousands of people through a co-ordinated programme of media and social media activity.
 - Generate strong engagement with education-focused content.
 - Involve young people in content creation.
 - Highlight the success of Gaelic Medium Education over 40 years.
 - Connect language with economic opportunity.
 - Raise the profile of Highland Council investment and support for Gaelic communities.

9 Next steps

- 9.1 The next steps will be to continue to increase Gaelic and Gaelic-related output across council channels, harnessing this activity to strengthen the language and promote its expanded usage in education, business and community.
- 9.2 The campaign and associated data support a key corporate service aim within the Council's Gaelic Plan – to develop a Gaelic social media strategy which would see more Gaelic content published. In addition to social media posts relating to Gaelic events and issues, work will continue to increase the number of Gaelic social media posts on topics and events not directly related to Gaelic. Work continues to ensure the Gaelic Team is trained in creating content that can be shared on the Council's corporate social media accounts.

Designation: Assistant Chief Executive - People

Date: 22 July 2026

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Background Papers: n/a