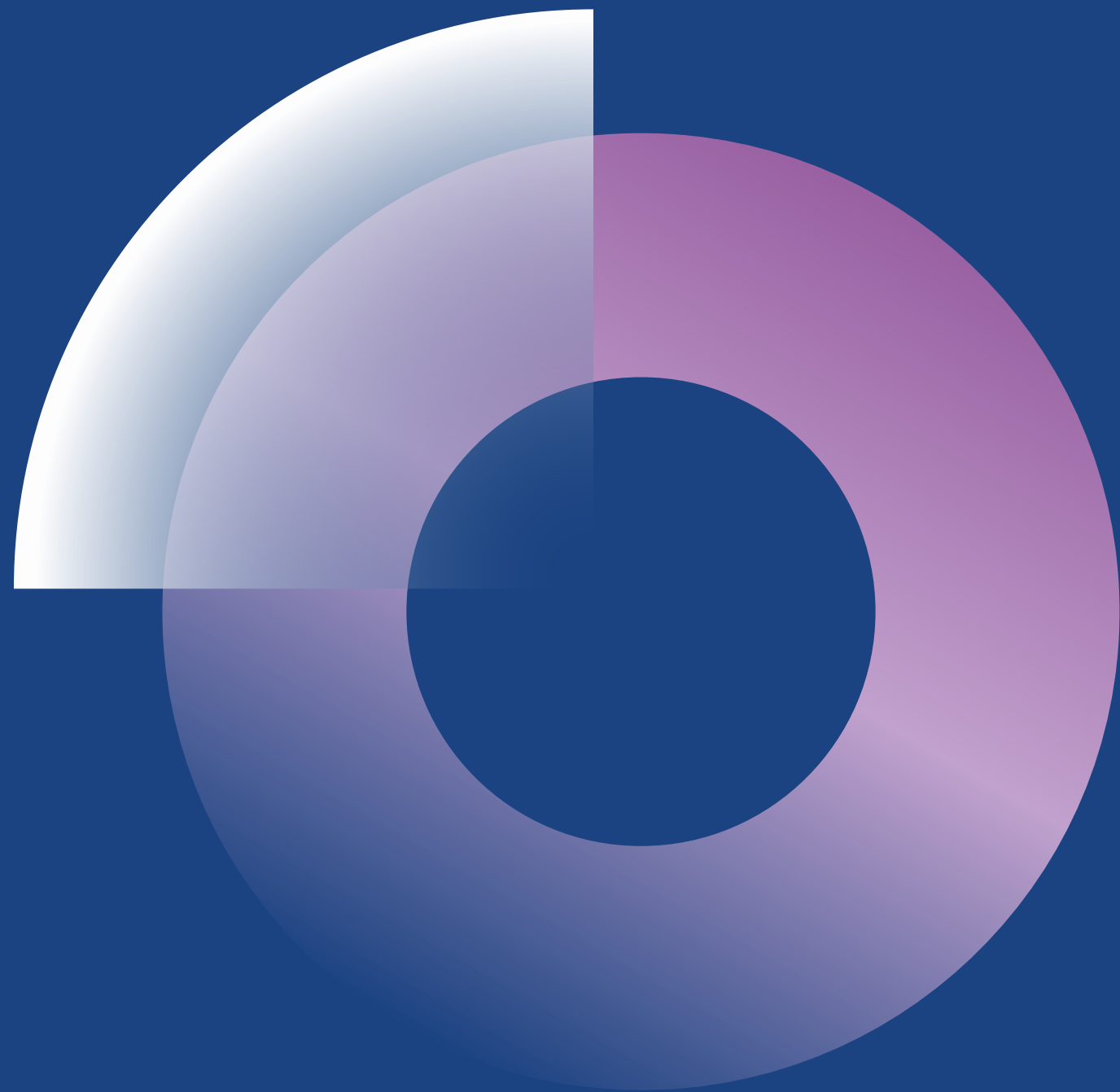




Languages Week Scotland 2026

**DIVERSE VOICES,
COMMON GROUND**

Overview

Languages Week Scotland ran from **2-6 February**, with the theme “**Diverse voices, common ground.**”

The initiative highlighted Scotland as a *linguistic powerhouse*, with significant multilingual communities and an education policy supporting language teaching in schools, and encouraged participation from **schools, families, community groups, cultural organisations, and businesses.**





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Global Genius • It's All Good

 ifecosse 🌐💬 It's Language

We're celebrating languages with
short, fun videos from the

Visit our Youtube channel

[#LanguagesWeekScotland](#)
[@langweekscot](#)

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 Liked by lynnej0nes and 31 others
5 February

 Add a comment...

Objectives

The campaign objectives of Languages Week Scotland include:

- **Raise awareness** of Languages Week Scotland and the theme of multilingualism and intercultural dialogue.
- **Showcase practice** in schools and communities (events, lessons, creative work, partnerships).
- **Reinforce the value of language learning** for careers, connection and Scotland's global role.
- **Amplify national reports and policy conversations** (e.g. Language Trends Scotland).

Highlights

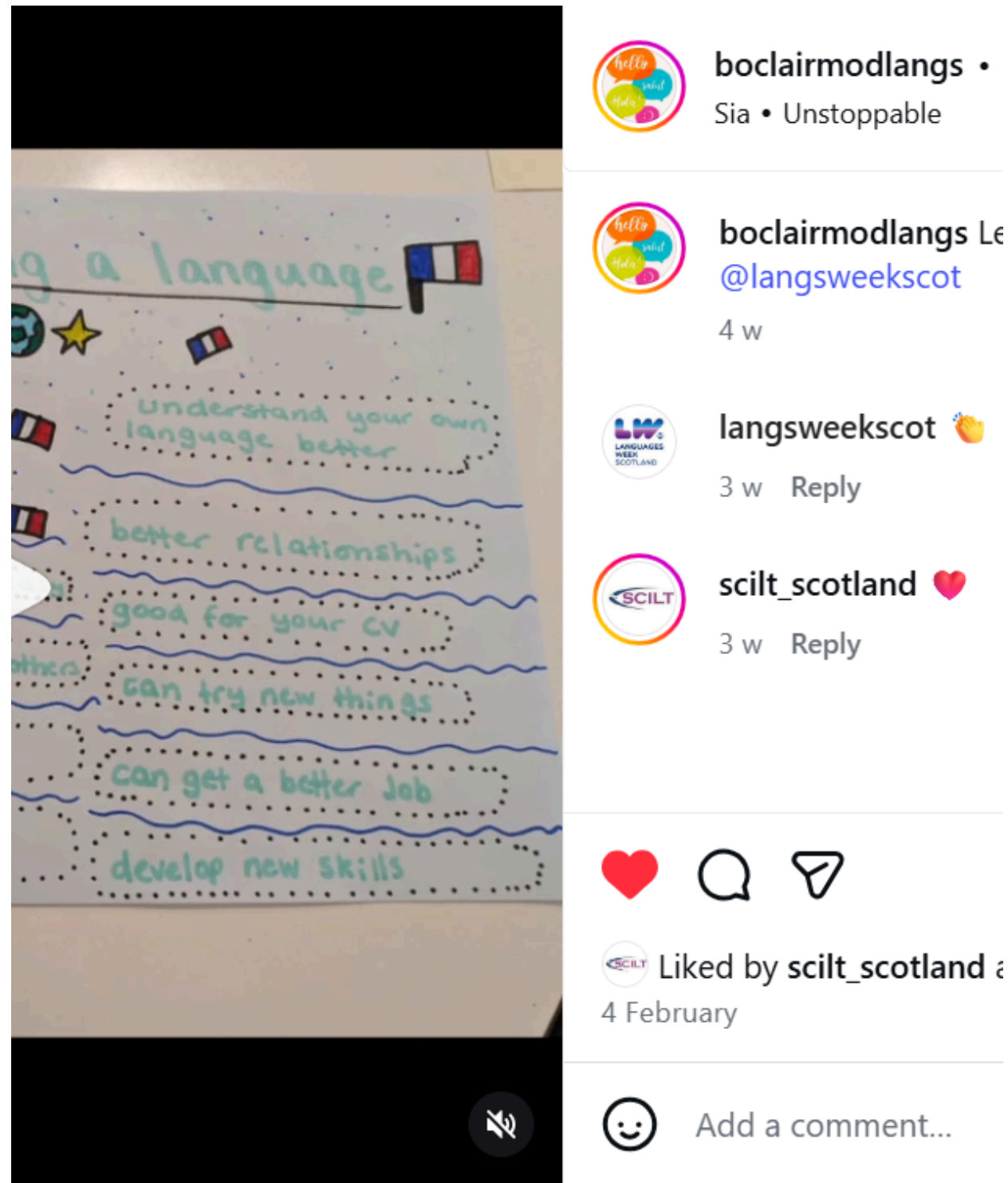
Languages Week Scotland 2026 generated **vibrant, positive conversation across multiple platforms** (X, Instagram, Facebook, Bluesky, LinkedIn and web coverage).

Posts consistently highlighted **celebration, inclusion and the value of language learning**, with all captured messages conveying positive sentiment.

Activity ranged from **classroom projects** and bake-offs to **national policy and research discussions**, showing **strong alignment between grassroots school activity and national narratives about multilingualism and languages education**.



Campaign insights



- ✓ Total volume: **198 mentions of hashtag** #ScotlandLovesLanguages were tracked
- ✓ **Impressions: 303,765** (a strong campaign reach, driven by partner amplification).
- ✓ Total engagements: **1,987 interactions** (likes, shares, comments).
- ✓ Sentiment: **100% positive**. Even discussions around "barriers" in education were framed constructively.

LWS Instagram



- 18 posts published on grid
- **2.3K accounts reached** (80% non-followers) / 13.4K views (61% non followers)
- **271 engagements** including 176 reactions and 80 shares
- Average engagement rate 4%, with a post on Monday reaching 6.41% and on Friday reaching 10.42%.
- Most successful post (see left) shared on Monday 2 February: 2K impressions, 872 accounts reached, 41 likes, 28 shares.

LWS LinkedIn

- 10 posts published
- **590 accounts reached** / 1,476 impressions
- **189 engagements** including 11 link clicks and 72 reactions
- Average engagement rate 12.8%, peaking on Monday at 18.3%
- Most successful post (right) shared on Monday 2 February: 503 impressions, 134 engagements, 30 likes, 91 link clicks.

#ScotlandLovesLanguages



LW LANGUAGES WEEK SCOTLAND

There are over 170 languages known and used in Scotland.

These include Arabic, Bengali, Cantonese, Dutch, English, Farsi, French, Gaelic, German, Hebrew, Hindi, Italian, Japanese, Kurdish, Makaton, Mandarin, Punjabi, Polish, Scots, Spanish, Turkish, Urdu and

**Diverse Voices
Common Ground**

2 - 6 February

**A week celebrating
the languages
of Scotland**

boost memory and problem-solving skills

stave off dementia

develop problem solving skills

improve multi-tasking and increase attention

develop empathy and new ways of seeing the world

Improve literacy

Raise attainment across the curriculum.

Enhance workforce skills and productivity in many sectors

Strengthen national diplomacy, defence and security.

Improve social mobility.

Build social cohesion.

+1

Key conversation themes



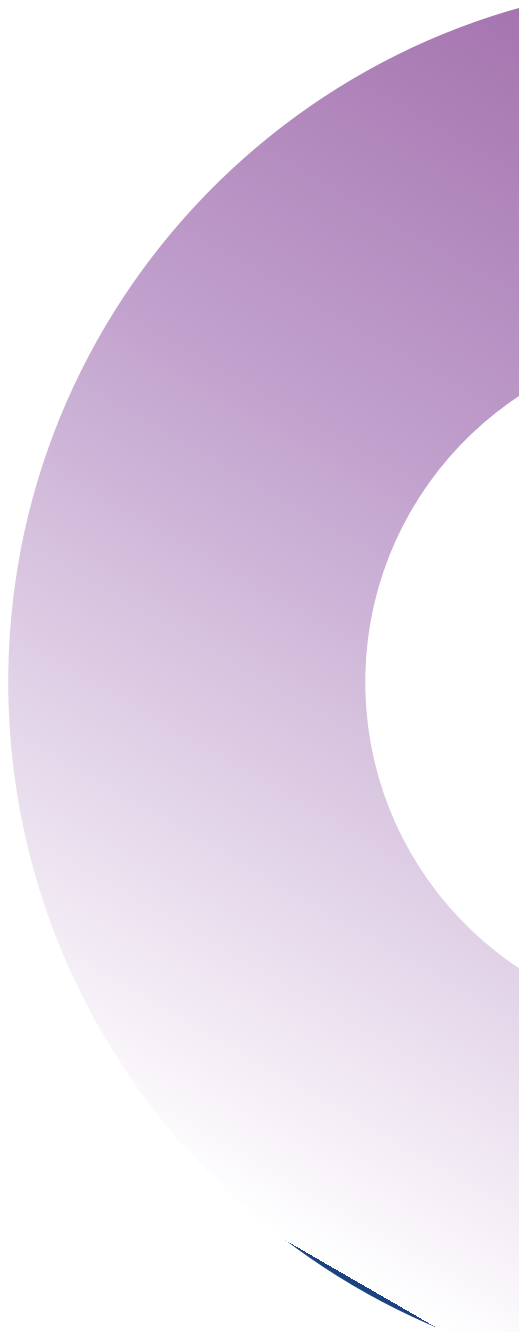
Celebration and cultural immersion

Schools enhanced language learning experiences through cultural immersion. This included creative arts, food, storytelling, poetry and song, and “language portraits”.

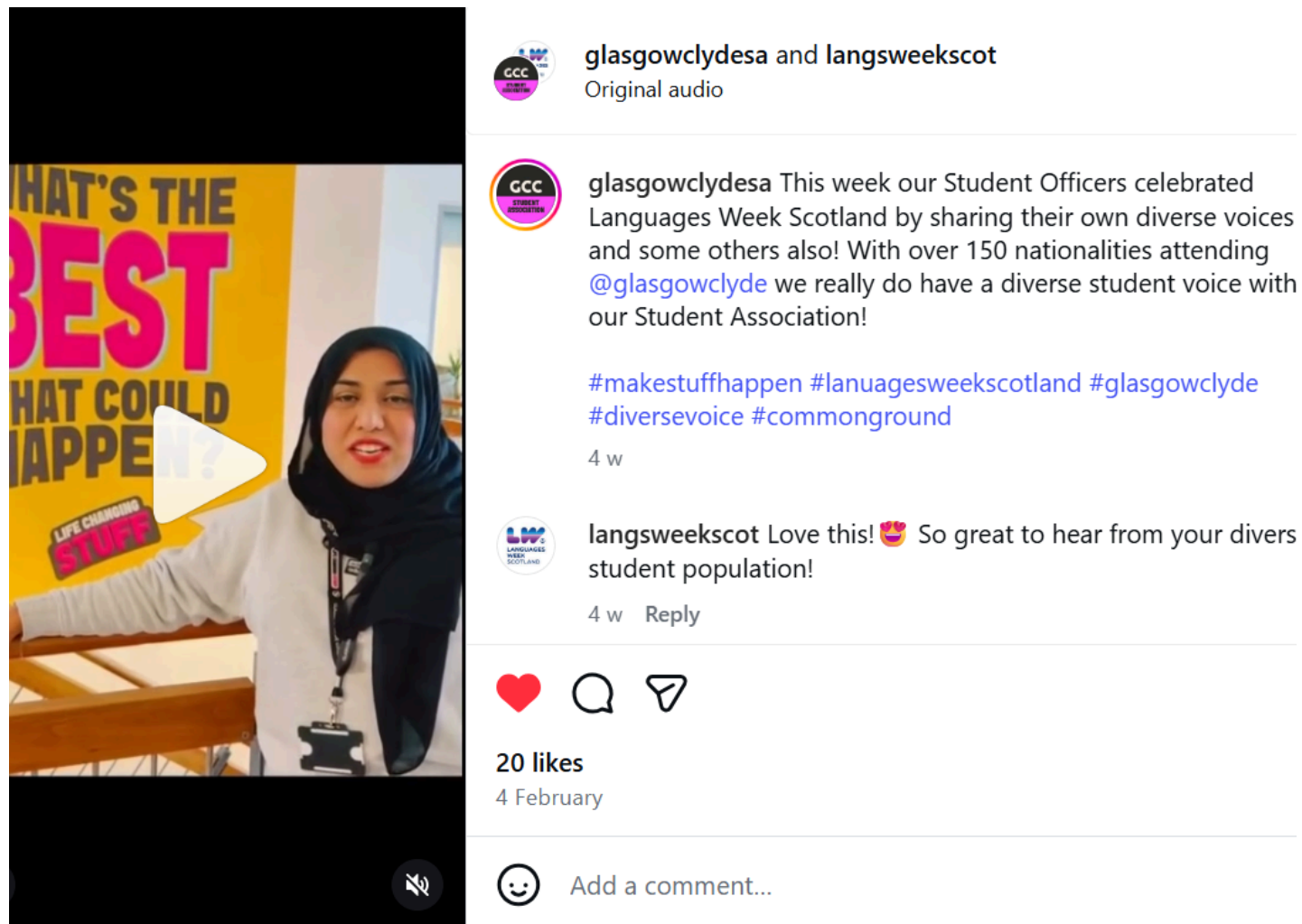


Research and data

When the Language Trends Scotland report launched on Day 4, it drove high-level conversation, pivoting the conversation from celebration to advocacy.



Partner amplification



The British Council **Language Trends Scotland** report situates the campaign within a wider policy and practice context.

Schools and teachers are highly visible: multiple posts from primary and secondary teachers sharing pupils' work, projects and activities.

Community groups and diaspora voices (e.g. Ukrainian Kids Club in Coatbridge, Polish language advocates) extend the campaign beyond formal education.

Cultural and educational institutions (Colleges, universities, libraries, Institut français d'Ecosse, Goethe-Institut collaboration) are actively participating, signalling strong sector buy-in.

Partner posts with high engagement



University of Glasgow Arts and Humanities
4K Likes
114 comments



University of Glasgow Arts and Humanities
153 Likes
4 comments



Morrison's Academy
96 Likes

Audience analysis



LWS Instagram

A total of **32 new followers** were gained across the week, **peaking on Thursday** 5 February with 11 new followers. Content received a total of 14K views, 61.5% of these views were from non-followers, meaning **2.6K accounts were reached**. Instagram currently has a total of 142 followers.



LWS LinkedIn

A total of **23 new followers** were gained across the week, **peaking on Monday** with 11 new followers. Across the week, the LWS LinkedIn page received **38 Page views** (+660%) and 21 Unique visitors (+320%). LinkedIn currently has a total of 98 followers.



Website insights

- ✓ **625 total users** visited the site during the campaign week
- ✓ A total of **1,481 site visits** were recorded
- ✓ This is 42% of the total users since the site was launched at the beginning of December 2025.
- ✓ Traffic peaked on Monday with 225 visitors.
- ✓ The majority of users were based in UK (93%), with **85% of these in Scotland.**

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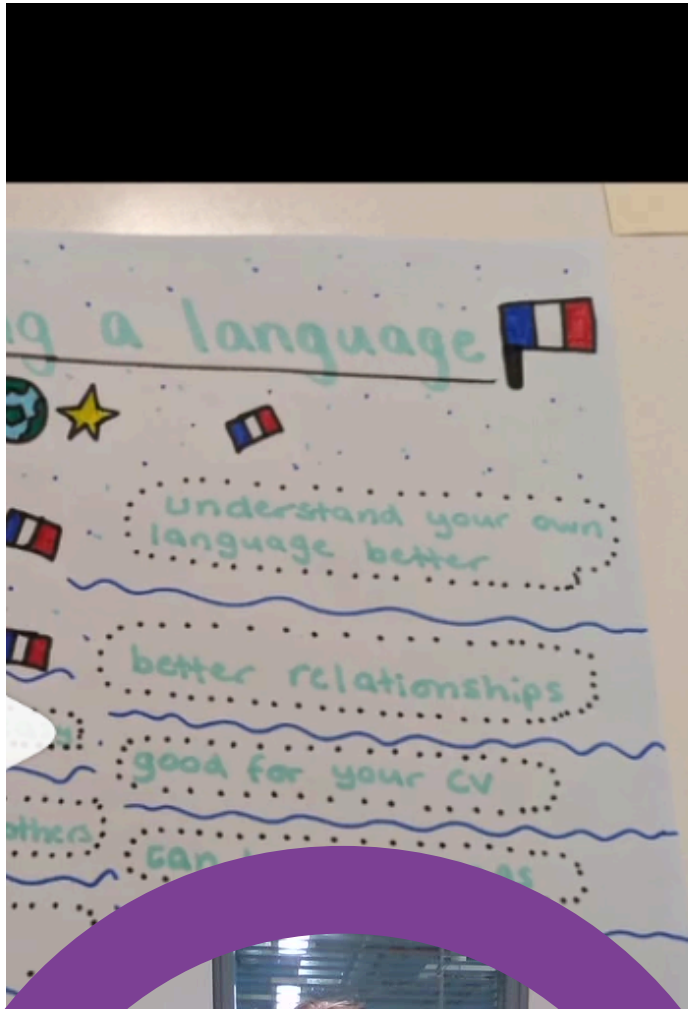
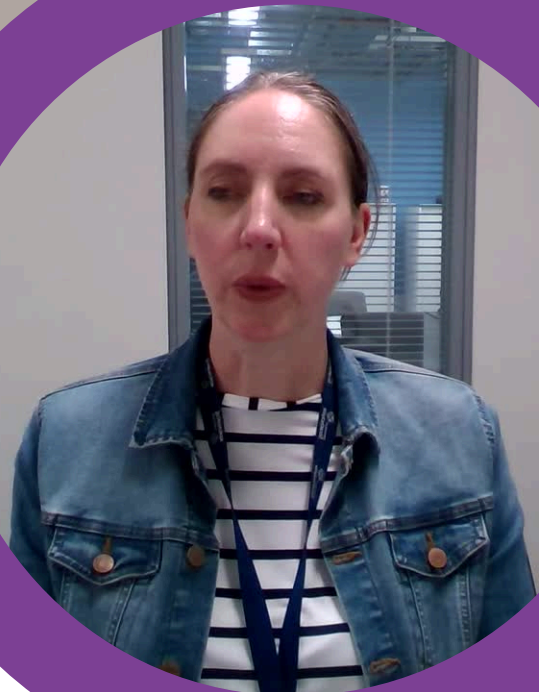
 langsweekscot 🍌
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 scilt_scotland ❤️
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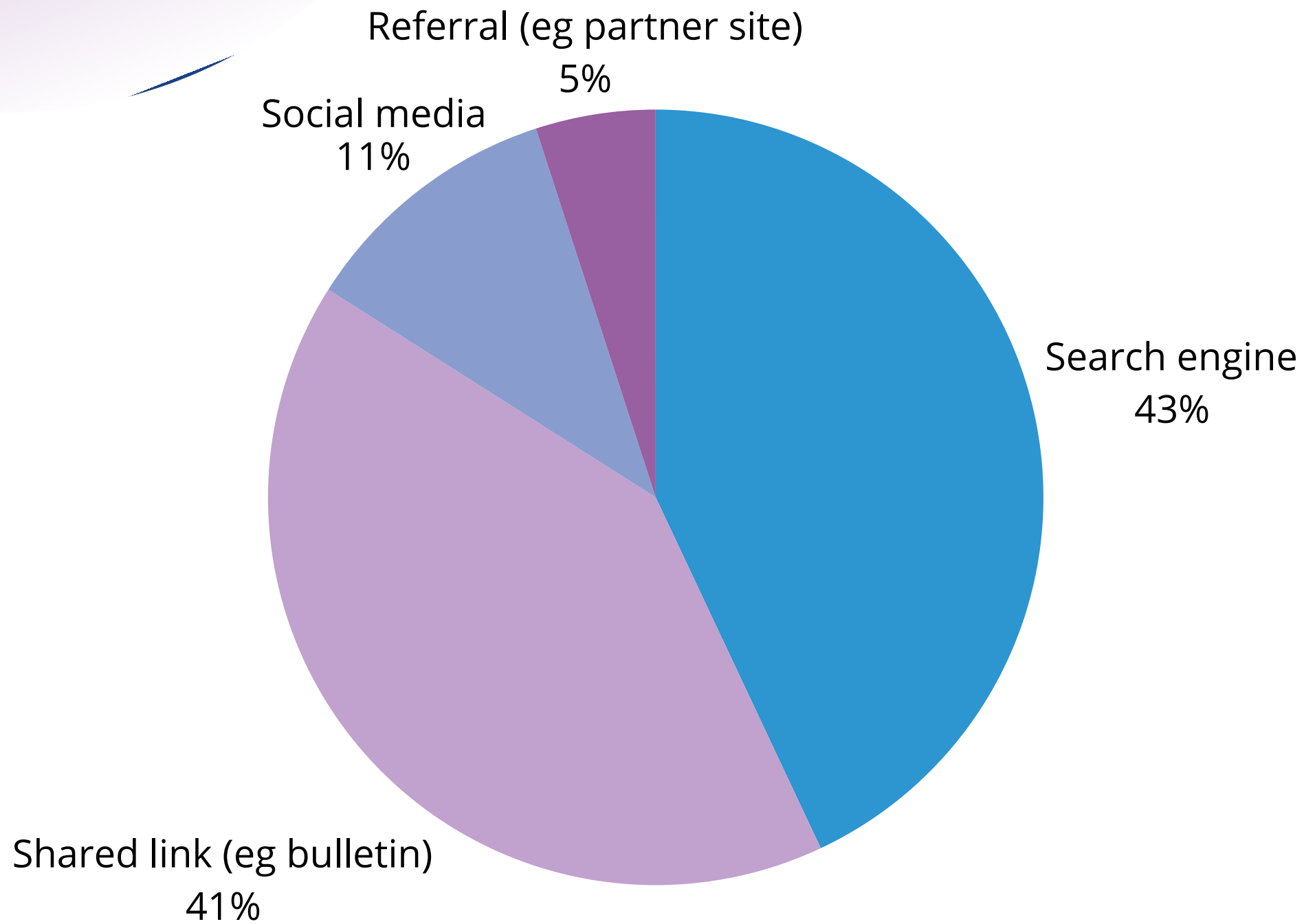


 Liked by scilt_scotland &
February

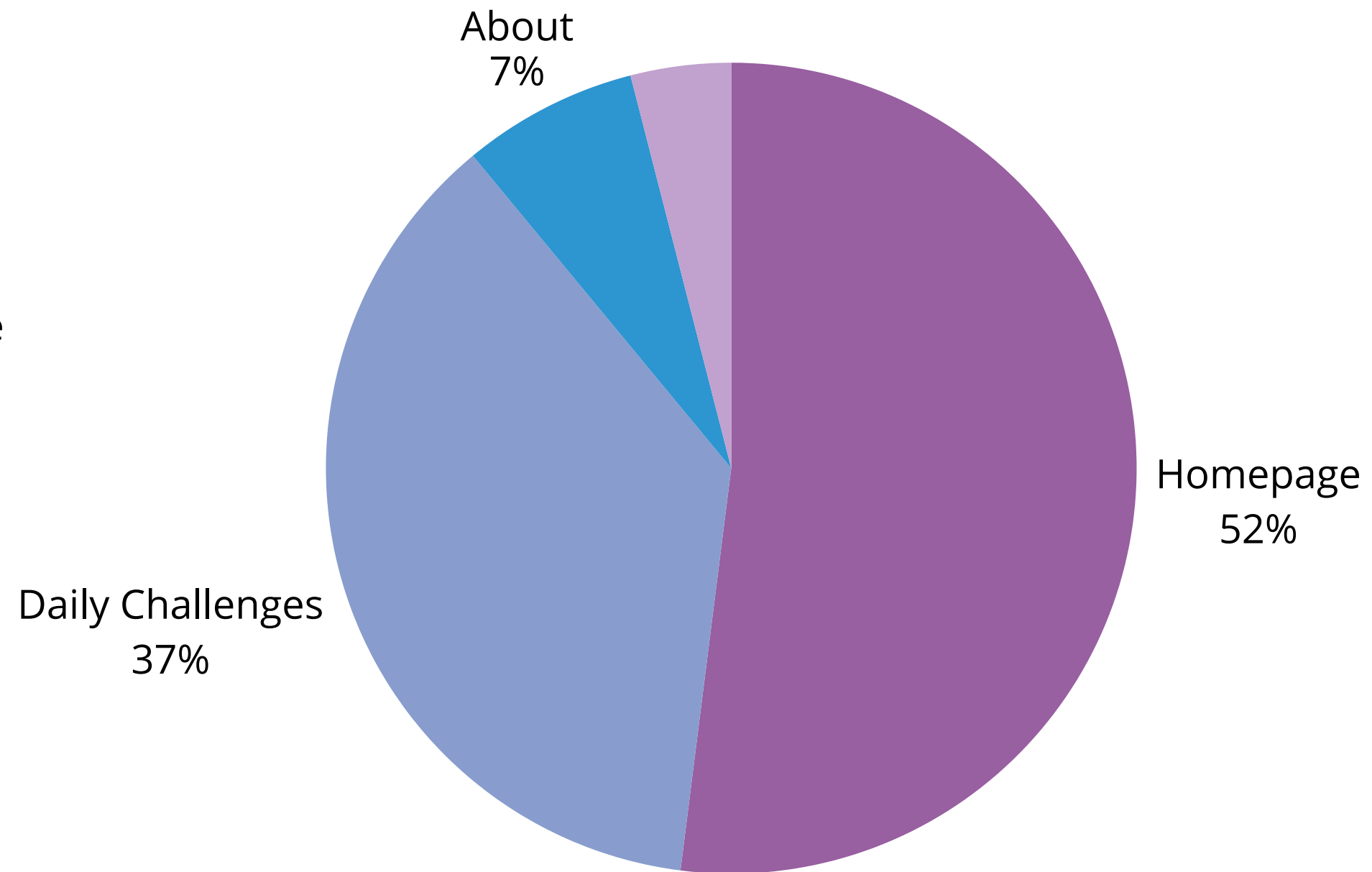
 Add a comment...



Site referrals



Site engagement



aird LHS

airdlhs.bsky.social



The Academy made their language portraits with their
children. It is wonderful to see how many languages we
have interest in! [@lhslanguages.bsky.social](https://airdlhs.bsky.social) [@lhsyt2024.bsky.social](https://aird.bsky.social)
[LivesLanguages](https://aird.bsky.social) [LanguagesWeekScotland](https://aird.bsky.social)



Summary



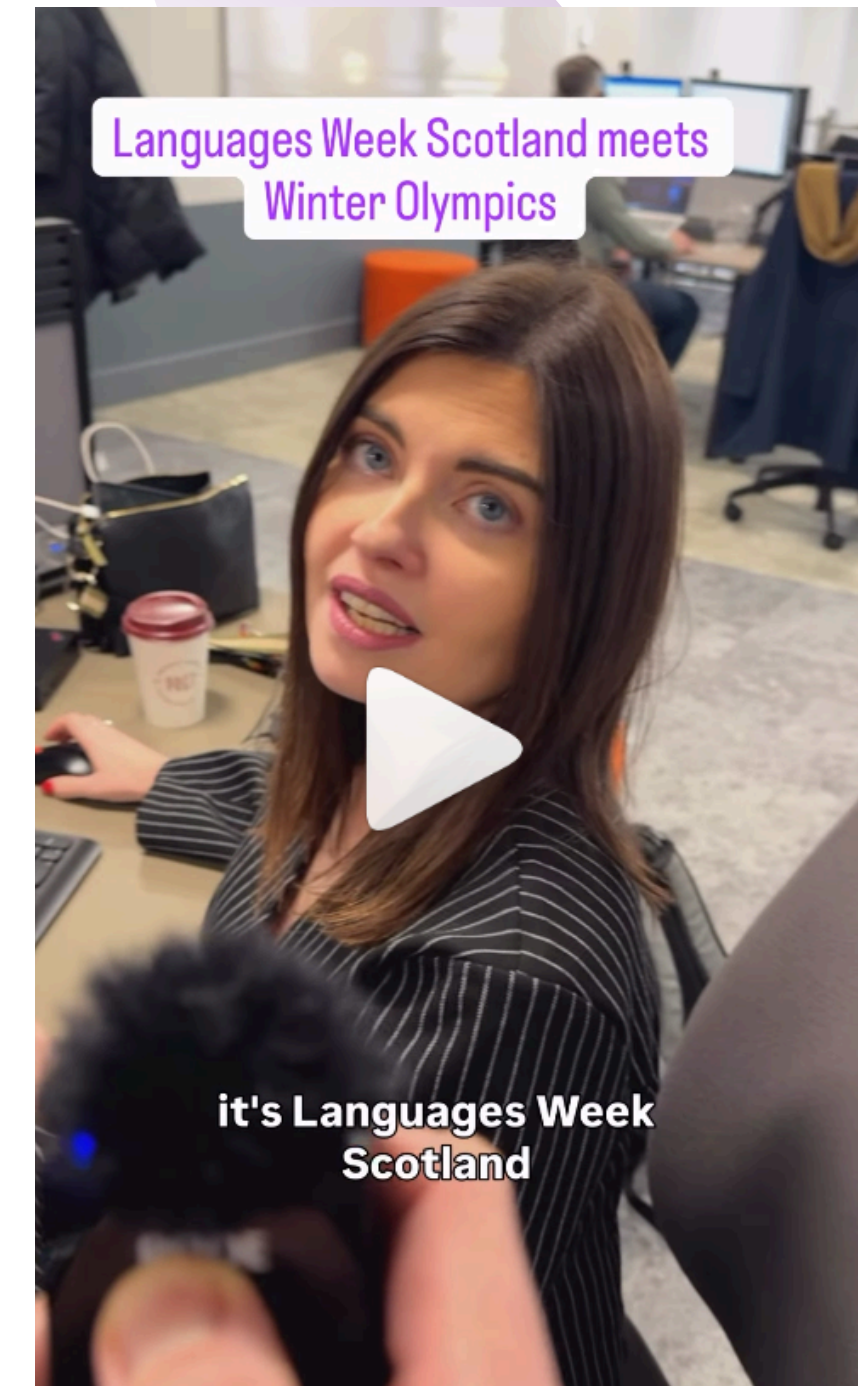
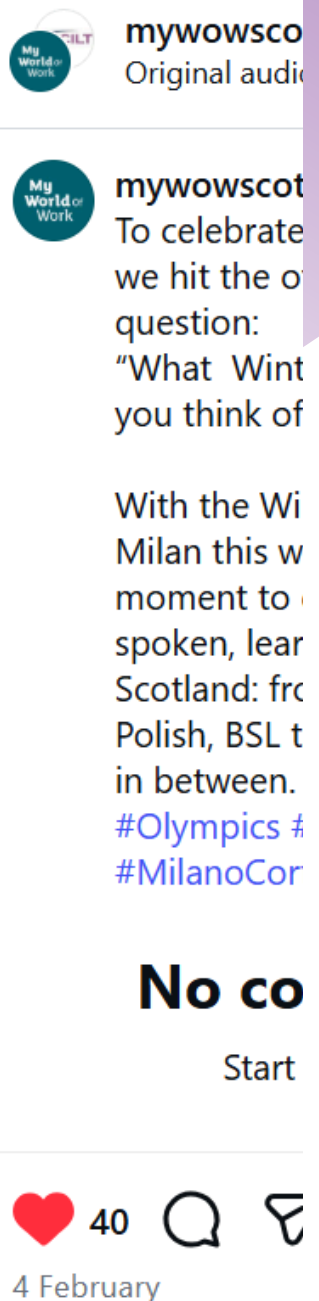
A good number of visitors to the **Daily Challenges** page and **evidence of Daily Challenges** activities shared on social media



Visitors are **finding the site easily** through a **web search** and users are **directed to the site** from links in the **SCILT e-bulletin**.

Next steps

- ✓ We would like to see more visits to the Events pages and more engagement with the blog. Consider how we can leverage social media and the SCILT e-bulletin to facilitate this
- ✓ The steering group want information on the site to encourage business partners.
- ✓ It continues to be difficult to monitor cross-channel engagement with the Week. Consider using an advanced social media monitoring / listening tool.
- ✓ It continues to be difficult to garner full information on how schools celebrate Languages Week Scotland. The steering group suggests a question on this to be incorporated into the Language Trends survey.





www.langweekscot.org

