

2024-25 SEASON

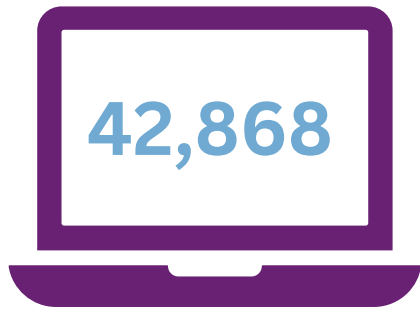


2024-25 SEASON Digital Report

- 05 OCT** Lindsays District Cross Country Relay Championships
📍 Livingston / Nairn / Kilmarnock
- 19 OCT** Lindsays National Cross Country Relay Championships
📍 Cumbernauld
- 02 NOV** Lindsays National Short Course Cross Country Championships
📍 Kirkcaldy
- 30 NOV** Lindsays District Cross Country Championships
📍 Stirling / Elgin / Erskine
- 08 FEB** Lindsays National Masters Cross Country Championships
📍 Dundee
- 22 FEB** Lindsays National Cross Country Championships
📍 Falkirk



2024-25 SEASON



42,868

News story views on
scottishathletics
website



28,700

Hours video footage
viewed across
Facebook &
YouTube



239,460
Views of live event
content on
Instagram Stories

#LindsaysXC



3,127,822

Views of Lindsays XC content across all channels



1,484,890
Total Reach

2,452,223
Content Views

25,437
Content Engagement

237,706
Video Views

27,755
Hours Watched - Video Content



326,253
Total Reach

553,558
Content Views

21,301
Content Engagement

278,662
Reel (Video) Views

239,460
Story Views



400,651
Impressions

79,173
Video Views

991
Hours Watched

Stories on scottishathletics website

2024-25 SEASON

lindsays
SCOTTISH
CROSSCOUNTRY
SEASON



2,985
Views

‘Falkirk gathering where history of National XC and living in the moment collide’



2,914
Views

Enthralled at Cumbernauld: Lindsays National XC Relays review



2,661
Views

Kirkcaldy-bound: 1300 head for our Lindsays Short Course XC



2,454
Views

Lindsays Cross Country season set to start at three venues



2,300
Views

All set for Cumbernauld and our Lindsays National XC Relays



2,010
Views

Mud up ahead: 2275 names on start-lists for Lindsays District XC

2024-25 SEASON



Facebook (Posts)



163,387 Views
124,262 Reach
2,697 Engagement

Worth the 9 year wait 🏆
📸 Bobby Gavin
#LindsaysXC British Athletics
European Athletics



153,419 Views
117,163 Reach
3,309 Engagement

LAURA MEDAL MOMENT 🏆
EUROPEAN INDOORS BRONZE
FROM 2015 TO BE... >> Laura to
receive her European Indoors...



82,301 Views
57,873 Reach
1,055 Engagement

Laura Muir drops in on Lindsays
West District XC Relays at
Kilmarnock. And meets another
Olympic 1500m finalist Lynne...



41,072 Views
23,398 Reach
270 Engagement

Scottish Athletics added 92 new
photos to the album Lindsays
West XC Relays 5 Oct 24: Bobby
Gavin.



37,671 Views
23,024 Reach
311 Engagement

Scottish Athletics added 84 new
photos to the album Lindsays
Short Course XC (one) 2 Nov
2024: Bobby Gavin.



36,976 Views
21,045 Reach
270 Engagement

Scottish Athletics added 46 new
photos to the album Lindsays
National XC Relays (one) 19
October 2024: Bobby Gavin.

2024-25 SEASON



Reels - Facebook



60,611 Views

35,133 Reach

295 Engagement

From gun to tape 🤔

Logan Rees continues his fine form to take the 2025 Lindsay's Senior Men & Non-Binary title 🏆

#LindsaysXC #scottishathletics #crosscountry



55,718 Views

35,182 Reach

560 Engagement

Believe it Lynn, you've done it! ★

Your 2025 Lindsay's Senior Women's Cross Country Champion is Lynn McKenna! 🙌

#LindsaysXC #scottishathletics...



33,820 Views

31,875 Reach

1,344 Engagement

🗣️ Laura Muir speaks on being presented with a Bronze Medal from the 2015 European Indoors at Lindsay's Short Course XC in Kirkcaldy.

A change to the Women's 3000m podium following a doping...

2024-25 SEASON

Instagram (Posts)



128,117 Views

71,177 Reach

4,981 Engagement

Worth the 9 year wait 🏆
📸 Bobby Gavin
#LindsaysXC (Carousel)



10,567 Views

7,049 Reach

369 Engagement

Team work makes the dream work 🤝 Nothing like the support from teammates to get you up that hill 💪 #LindsaysXC



10,152 Views

5,412 Reach

474 Engagement

Podium moments from our 2025 Lindsays National Cross Country Championships 🏆 Congrats to all athletes and... (Carousel)



10,099 Views

5,758 Reach

554 Engagement

Some for the scrapbook 📖
📸 Bobby Gavin
#LindsaysXC (Carousel)



9,571 Views

5,613 Reach

526 Engagement

Are you ready?! Over 2200 athletes representing 100 clubs will descend on Callendar Park tomorrow for one of... (Carousel)



8,722 Views

7,134 Reach

638 Engagement

So, what happens when two Scottish Olympians meet in a field in Kilmarnock at #LindsaysXC District Relays?...

2024-25 SEASON

Instagram Reels



128,117
Views

71,177
Reach

4,981
Engagement

🗣️ Laura Muir speaks on being awarded her Bronze Medal 🏅 from the 2015 European Indoors at Lindsays Short Course XC in Kirkcaldy.

She was presented her medal by Ian Beattie, Chair of... (Nov)



26,206
Views

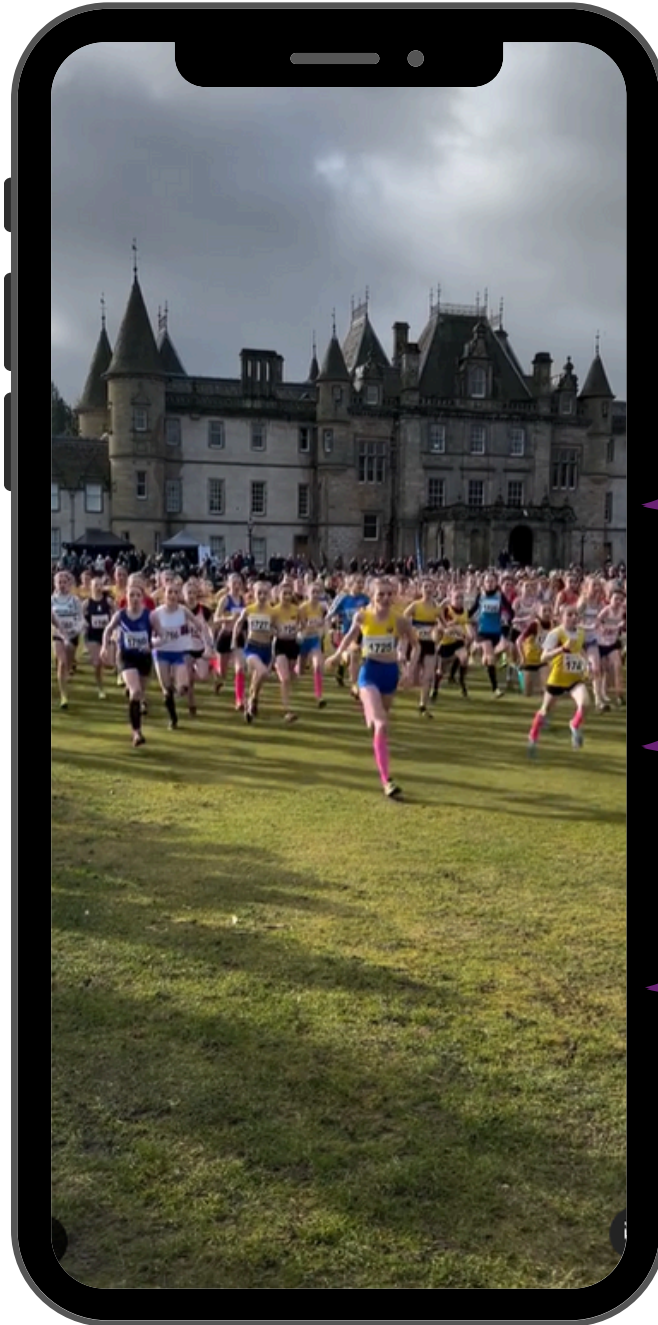
14,239
Reach

887
Engagement

Believe it Lynn, you've done it! ⭐

Your 2025 Lindsays Senior Women's Cross Country Champion is Lynn McKenna! 🙌

#LindsaysXC #scottishathletics...



13,817
Views

8,677
Reach

528
Engagement

HERE WE GO! 🙌

Action underway in Falkirk 🙌

#LindsaysXC #scottishathletics #crosscountry



2024-25 SEASON



YouTube: Top Videos

58.3 hrs
Watch Time

1,428
Views



Highlights from Senior Men and Non Binary Lindsays National XC Relays 2024 (by...

63.9 hrs
Watch Time

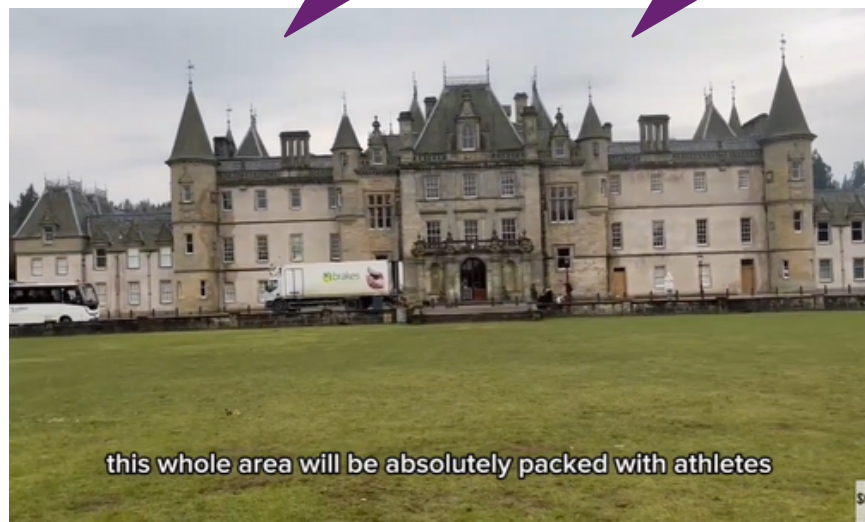
1,410
Views



Lindsays National XC 2025 Falkirk: Senior Men and Non Binary

27.6 hrs
Watch Time

1,142
Views



Lindsays National XC Championships 2025 Preview

43.1 hrs
Watch Time

1,080
Views



Lindsays Short Course XC - Senior Men and Non Binary (Lab Rat Productions)

23.0 hrs
Watch Time

1,055
Views



Lindsays National XC Relays Senior Men & Non Binary Champions - Central AC...

33.0 hrs
Watch Time

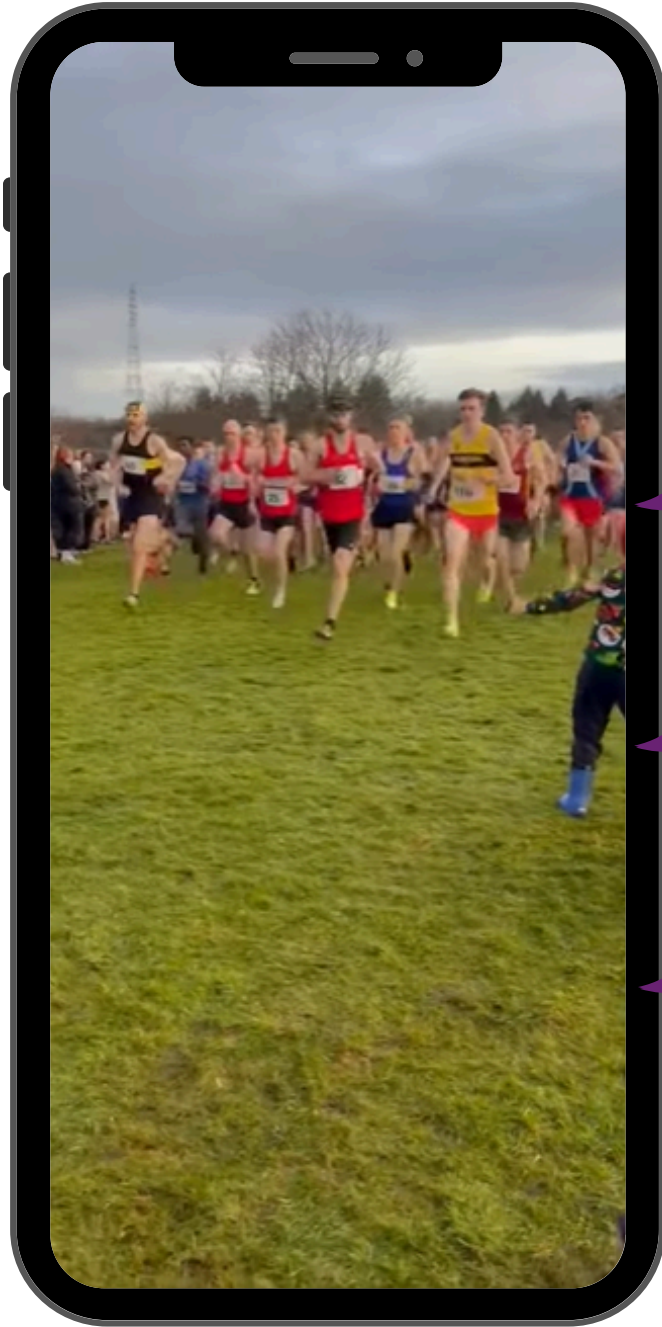
1,040
Views



Highlights from Young Females race Lindsays National XC Relays 2024 (by...

2024-25 SEASON

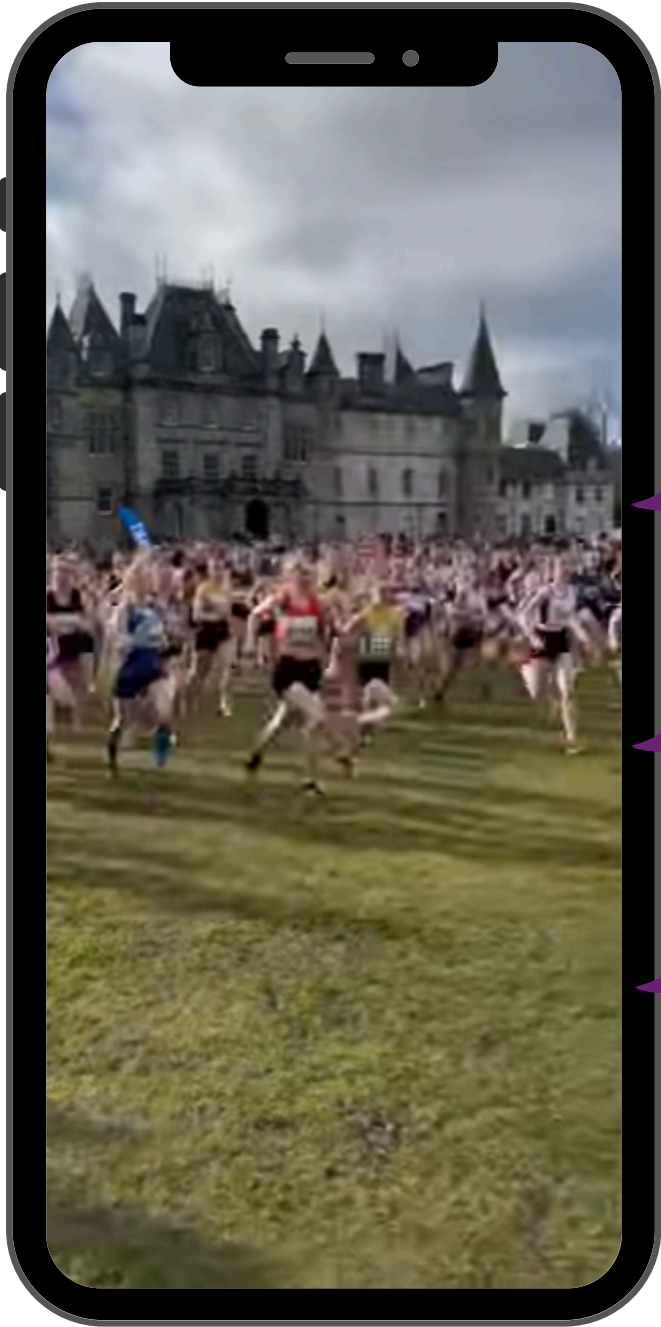
YouTube Shorts



3,573
Views

5,682
Impressions

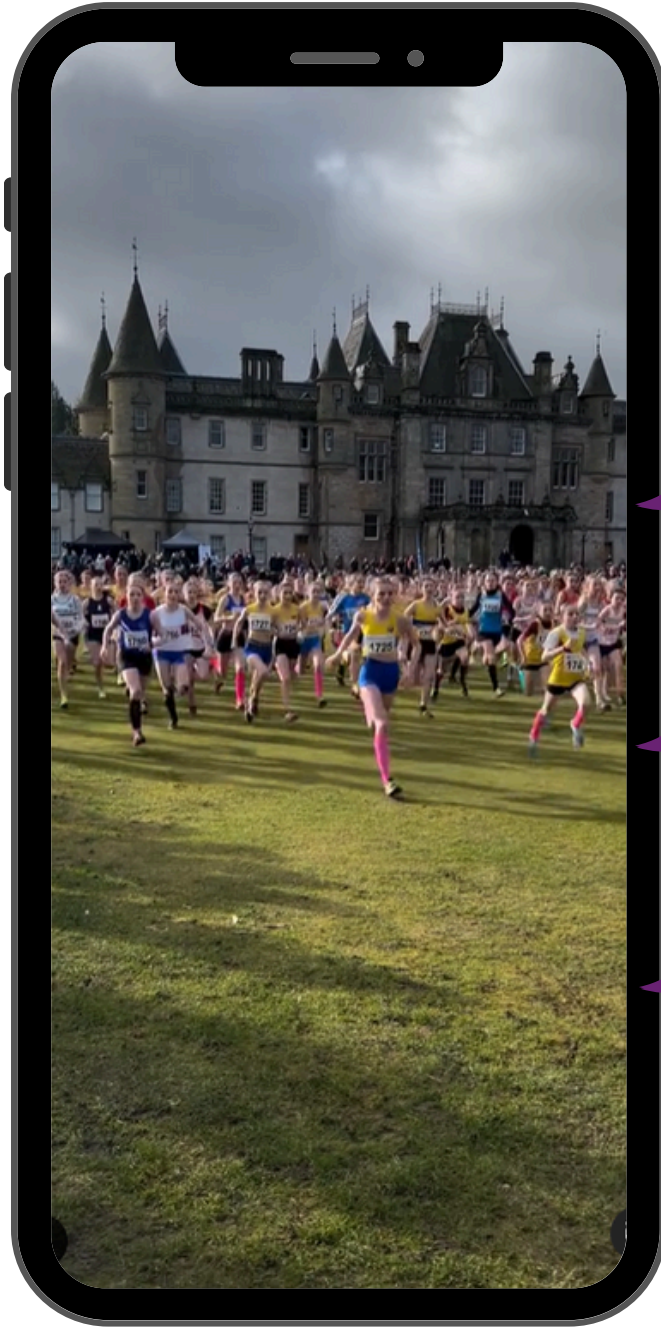
14.7 hrs
Watch Time



1,548
Views

4,977
Impressions

6.6 hrs
Watch Time



1,481
Views

7,143
Impressions

6.8 hrs
Watch Time

Lindsay's District XC
Championships 2024 Senior Men
Race Starts: East & West
#Lindsay'sXC

U15 Girls race start: 2025
Lindsay's National XC Champs
#Lindsay'sXC #crosscountry

U13 Girls race start: 2025
National XC Champs
#Lindsay'sXC #crosscountry