



# Social Media Report

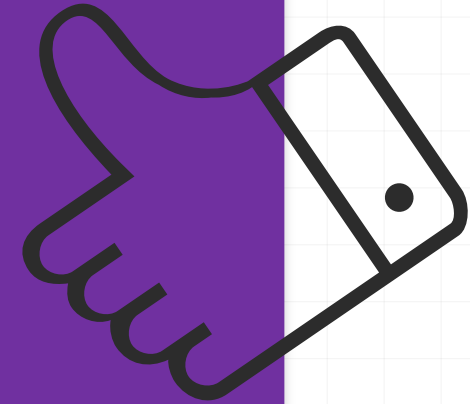
## April to June 2021



The Highland Council uses four main social media channels – Facebook, Twitter, Instagram and YouTube.

This report provides an analysis of our social media for April to June 2021.

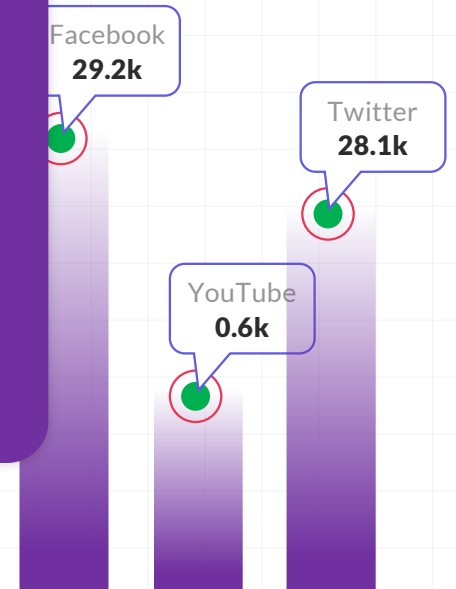
[Discover](#)



Facebook  
**29.2k**

Twitter  
**28.1k**

YouTube  
**0.6k**



# Social Dashboard - Facebook

Summary of Facebook data - April to June 2021

**29,225**  
Total Fans  
Current total




...

**+1,695**  
New Fans  
Since start of 2021




...

**5,269**  
Total Comments  
Apr to Jun 2021



...

**813**  
Total Posts  
Apr to Jun 2021



...

**26,982**  
Reactions  
Apr to Jun 2021



...

**6,839**  
Posts shared  
Apr to Jun 2021



...

## Sentiment

**715**  
Positive  
Apr to Jun 2021



...

**1,431**  
Neutral  
Apr to Jun 2021



...

**545**  
Negative  
Apr to Jun 2021



...

# Social Dashboard – Facebook Headlines

Summary of Facebook data – April to June 2021

Reach

June 2021 was our busiest month ever for users interacting with our content 

**1** COVID-19 Lateral Flow Tests **86.5k**  
*Posted 24 June 2021*

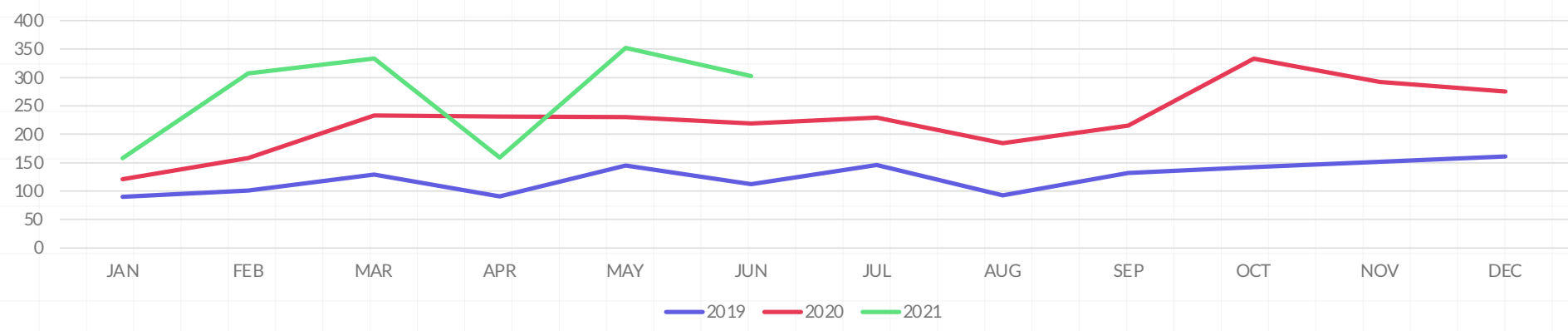
May 2021 was our 4th busiest month ever for users sharing our content 

**2** Job Opportunity in Fort William **55.3k**  
*Posted 15 June 2021*

May 2021 was our 2<sup>nd</sup> busiest month ever for users to comment on our content 

**3** Highland Fostering & Adoption **35.0k**  
*Posted 14 May 2021*


Facebook Posts




# Social Dashboard - Twitter

Summary of Twitter data - April to June 2021


**28,084**  
Total Followers  
*Current total*




**+418**  
New Followers  
*Since start of 2021*



**213**  
Total Replies  
*Apr to Jun 2021*




**726**  
Total Tweets  
*Apr to Jun 2021*



**2,576**  
Likes  
*Apr to Jun 2021*



**1,216**  
Posts retweeted  
*Apr to Jun 2021*



Sentiment

**905**  
Positive  
*Apr to Jun 2021*



**689**  
Neutral  
*Apr to Jun 2021*



**374**  
Negative  
*Apr to Jun 2021*



# Social Dashboard – Twitter Headlines

Summary of Twitter data – April to June 2021

Reach (Impressions)

May 2021 - 3rd busiest month ever for the amount of posts we've tweeted



1 Maree Todd Elected to Caithness, Sutherland & Ross constituency **70,623**  
Posted 07 May 2021

May 2021 - 3rd busiest month ever for the amount of people liking our content



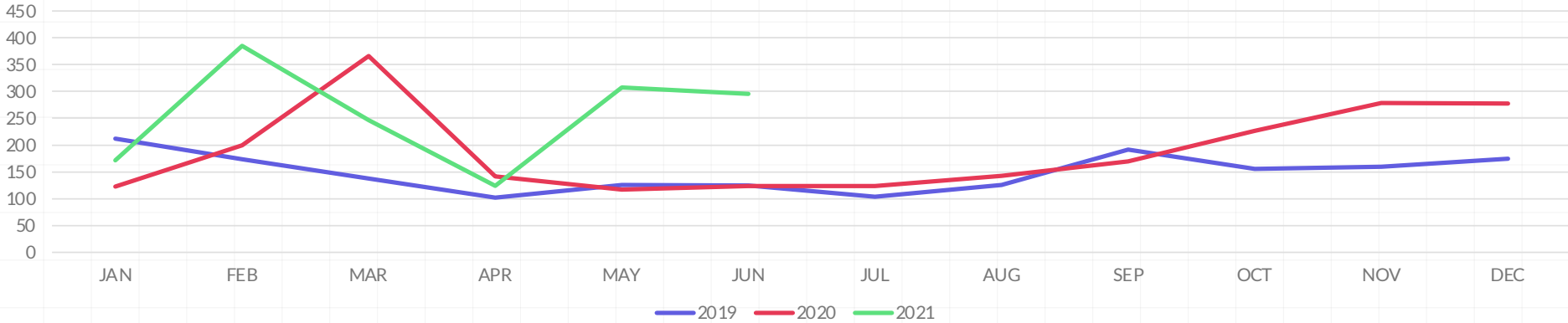
2 Forgotten to send your postal vote? **53,206**  
Posted 06 May 2021

June 2021 - Joint second busiest month for people replying to our tweets



3 Rapid COVID-19 tests in Dingwall **24,240**  
Posted 21 May 2021


Tweets Posted




# Social Dashboard - Instagram

Summary of Instagram data - April to June 2021

**3,143**  
Total Followers  
*Current total*




**+330**  
New Followers  
*Since start of 2021*



**802**  
Total Engagement  
*Apr to Jun 2021*



**98**  
Total Posts  
*Apr to Jun 2021*



**1,934**  
Video views  
*Apr to Jun 2021*



**703**  
Profile visits  
*Apr to Jun 2021*




Sentiment

**1**  
Positive  
*Apr to Jun 2021*



**0**  
Neutral  
*Apr to Jun 2021*



**0**  
Negative  
*Apr to Jun 2021*



# Social Dashboard – Instagram Headlines

Summary of Instagram data – June 2021

Reach

**June 2021 - the most Instagram posts we've ever posted**



**1 Litter campaign - Highlands** **998**  
*Posted 16 June 2021*

**June 2021 - the most amount of users engaging with our content**



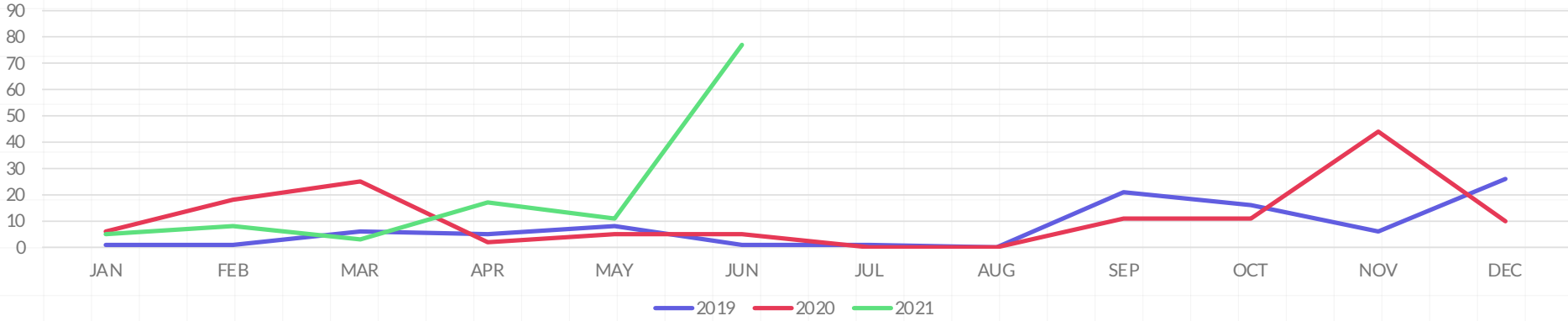
**2 COVID-19 Rapid tests available in Dingwall** **943**  
*Posted 25 May 2021*

**June 2021 - the most views of our video content ever**



**3 COVID-19 - #StayLocal campaign** **892**  
*Posted 4 April 2021*



Instagram Posts





# Social Dashboard - YouTube

Summary of YouTube data - May 2021

**565**  
Total Subscribers  
Current total



**+321**  
New Subscribers  
Since start of 2021



**12,971**  
Total Views  
Apr to Jun 2021



**639.9**  
Watch Time (hours)  
Apr to Jun 2021



**2m 26sec**  
Average Duration  
Apr to Jun 2021



**82,849**  
Impressions  
Apr to Jun 2021



**3.8%**  
Average clickthrough  
Apr to Jun 2021




**9,126**  
Unique Viewers  
Apr to Jun 2021




Demographic

**65.7%**  
Male  
Apr to Jun 2021



**34.3%**  
Female  
Apr to Jun 2021





# Social Dashboard – YouTube Headlines

Summary of YouTube data – April to June 2021

Views

**Our busiest month ever on YouTube was in May 2021 with 7,358 views**



**1 Torvean Swing Bridge Opening** **1,957**  
*Posted 31 May 2021*

**24% year on year increase on average duration**



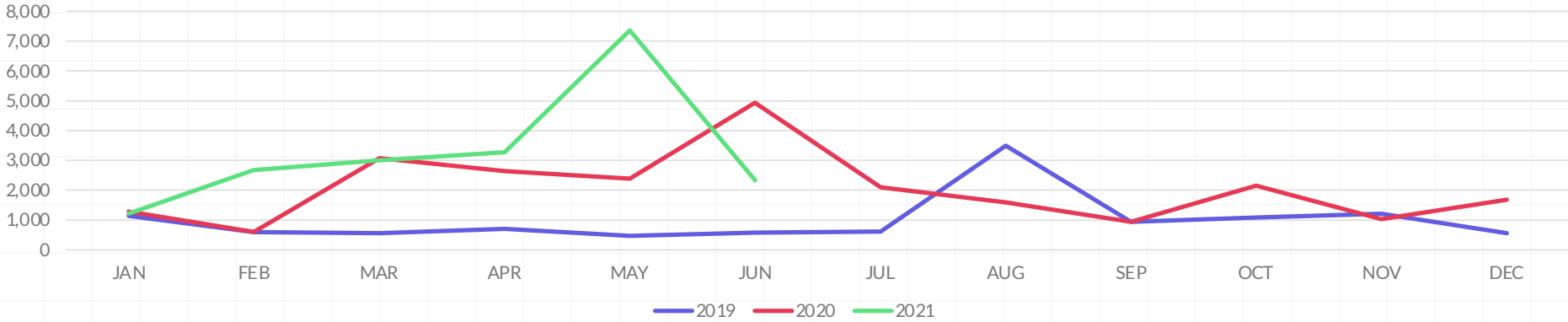
**2 Scottish Parliamentary Elections Live Coverage** **1,140**  
*Posted 7 May 2021*

**13% year on year increase on watch time of our content**



**3 Inverness Townscape Heritage Project** **1,061**  
*Posted 18 May 2021*



YouTube Views



# #HighlandRoadsRecovery

Reach and engagement for the #HighlandRoadsRecovery Twitter hashtag - May and June 2021



**31**  
Total Posts  
May to Jun 2021



**52,927**  
Reach (Impressions)  
May to Jun 2021




**1,965**  
Engagements  
May to Jun 2021



# #BuildingOurFutureHighland

Reach and engagement for the #BuildingOurFutureHighland Twitter hashtag - from 10 June 2021



**6**  
Total Posts  
Jun 2021



**7,593**  
Reach (Impressions)  
May to Jun 2021



**149**  
Engagements  
May to Jun 2021



# Scottish Local Authorities - Twitter

Social Media ranking - Current

**1** 197,505 ...  
Glasgow City Council

**2** 125,900 ...  
City of Edinburgh Council

**3** 52,990 ...  
Fife Council

**4** 49,794 ...  
South Lanarkshire

**5** 45,679 ...  
Aberdeen City Council

**6** 41,324  
North Lanarkshire

**7** 38,376  
Falkirk Council

**8** 34,567  
Aberdeenshire

**9** 30,542  
Dundee City

**10** 28,459  
Renfrewshire Council

**11** 28,092  
Highland Council

**12** 27,938  
Stirling Council

**13** 27,556  
East Renfrewshire

**14** 23,457  
North Ayrshire

**15** 21,625  
Perth and Kinross

**16** 21,212  
East Ayrshire

**17** 20,521  
West Lothian

**18** 18,902  
East Dunbartonshire

**19** 18,600  
South Ayrshire

**20** 17,552  
East Lothian

**21** 17,452  
Inverclyde

**22** 17,045  
Midlothian

**23** 16,573  
Angus

**24** 14,596  
Argyll and Bute

**25** 13,647  
Scottish Borders

**26** 12,617  
West Dunbartonshire

**27** 12,444  
Clackmannanshire

**28** 11,459  
Moray

**29** 11,156  
Dumfries & Galloway

**30** 11,135  
Comhairle nan Eilean Siar

**31** 10,597  
Orkney

**32** 7,673  
Shetland



# Scottish Local Authorities - Facebook

Social Media ranking - Current

**1** 59,000 ...  
Glasgow City Council

**2** 53,858 ...  
North Lanarkshire

**3** 48,899 ...  
West Lothian

**4** 48,739 ...  
Fife Council

**5** 40,301 ...  
South Lanarkshire

**6** 30,722  
Aberdeenshire

**7** 29,230  
Highland Council

**8** 26,984  
City of Edinburgh

**9** 26,494  
Dumfries & Galloway

**10** 25,347  
Shetland

**11** 24,937  
Renfrewshire

**12** 24,686  
Perth and Kinross

**13** 24,612  
Aberdeen City

**14** 23,963  
Scottish Borders

**15** 23,086  
West Dunbartonshire

**16** 22,597  
Stirling Council

**17** 21,245  
East Ayrshire

**18** 18,046  
East Dunbartonshire

**19** 17,733  
Midlothian

**20** 17,697  
Angus

**21** 17,032  
Dundee City

**22** 15,505  
East Renfrewshire

**23** 14,802  
Moray

**24** 12,847  
East Lothian

**25** 11,778  
Inverclyde

**26** 11,742  
Falkirk Council

**27** 10,347  
Clackmannanshire

**28** 9,343  
North Ayrshire

**29** 9,086  
Orkney

**30** 8,774  
Argyll and Bute

**31** 8,310  
Comhairle nan Eilean Siar

**32** 8,069  
South Ayrshire