

Social Media Report

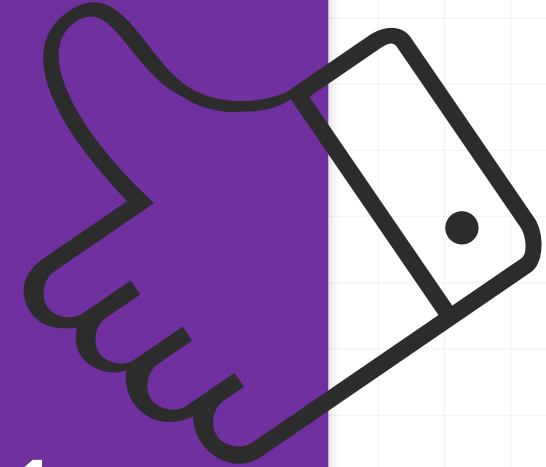
July to September 2021



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

This report provides an analysis of our social media for July to September 2021.

[Discover](#)



Facebook
29.7k



Twitter
28.3k

YouTube
0.6k



Social Dashboard - Facebook

Summary of Facebook data - July to September 2021



29,724
Total Fans
Current total





+753
New Fans
Since Q1 2021



6,831 +1,562
Total Comments
Jul to Sep 2021





857 +44
Total Posts
Jul to Sep 2021



18,972 -8,010
Reactions
Jul to Sep 2021





5,638 -1,201
Posts shared
Jul to Sep 2021





Sentiment

1,058 +343
Positive
Jul to Sep 2021



1,700 +269
Neutral
Jul to Sep 2021



746 +201
Negative
Jul to Sep 2021



Social Dashboard – Facebook Headlines

Summary of Facebook data – July to September 2021

Reach

Aug 2021 was our 3rd busiest month ever for users interacting with our content



1

Job Opportunity Winter Maintenance, Sutherland

63.4k

Posted 29 September 2021

Aug 2021 was our 2nd busiest month ever for people visiting our Facebook



2

Principal Engineer Design Team Dingwall

49.9k

Posted 8 September 2021

Aug 2021 was our 2nd busiest month ever for users commenting on our content



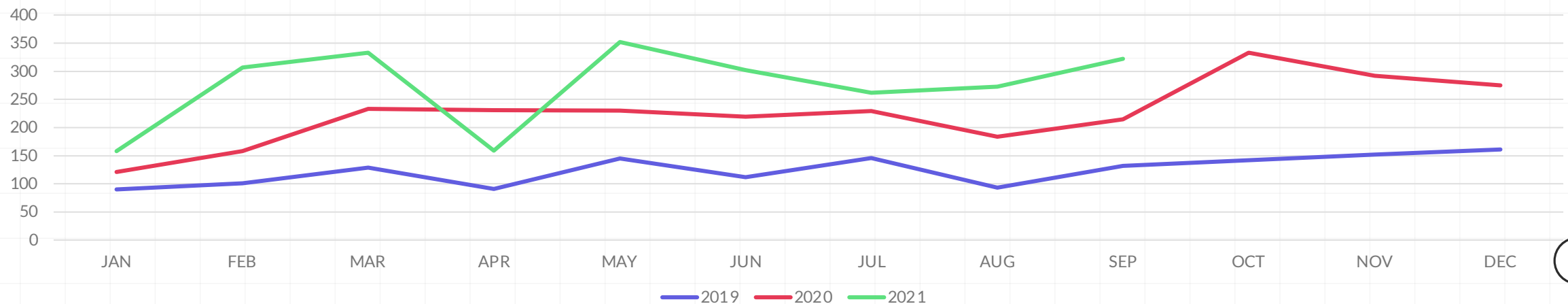
3

Principal Engineer Design Team Inverness

49.8k

Posted 9 September 2021



Facebook Posts





Social Dashboard - Twitter

Summary of Twitter data - July to September 2021



28,291
Total Followers
Current total





+292
New Followers
Since Q1 2021





201 -12
Total Replies
Jul to Sep 2021





680 -46
Total Tweets
Jul to Sep 2021



1,394 -1,182
Likes
Jul to Sep 2021





794 -422
Posts retweeted
Jul to Sep 2021





Sentiment

775 -130
Positive
Jul to Sep 2021



886 +197
Neutral
Jul to Sep 2021



454 +80
Negative
Jul to Sep 2021



Social Dashboard – Twitter Headlines

Summary of Twitter data – July to September 2021

Reach (Impressions)

Our first ever live broadcast to Twitter for the August 2021 by-election



1

LIVE by-election coverage Wick and Inverness

38,539

Posted 13 August 2021

Aug 2021 was the second busiest this year for users visiting our Twitter



2

Photos of new Councillors following by-election

27,765

Posted 13 August 2021

Sentiment through Q2 remains neutral > positive



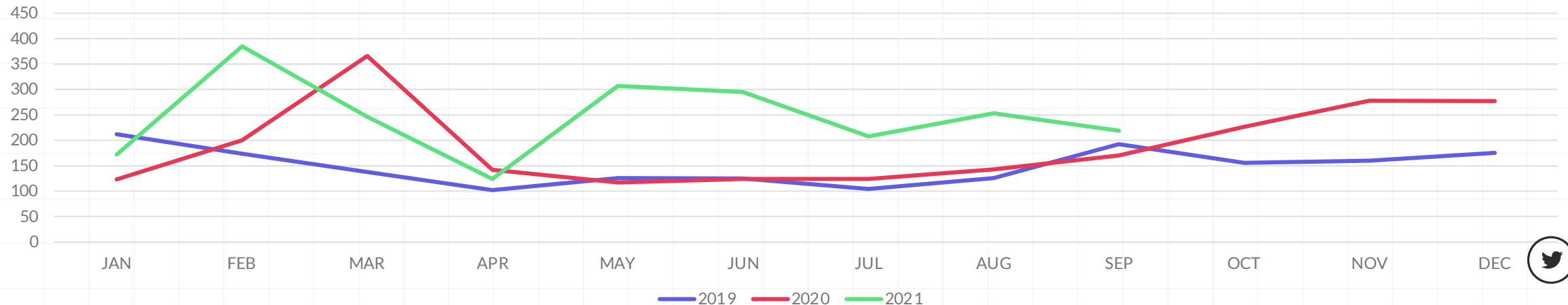
3

Photo of new councillor for Wick and East Caithness

23,417

Posted 13 August 2021

Tweets Posted



Social Dashboard - Instagram

Summary of Instagram data - July to September 2021

3,188

Total Followers

Current total



+76

New Followers

Since Q1 2021



613

-189

Total Engagement

Jul to Sep 2021



183

+85

Total Posts

Jul to Sep 2021



5,003

+3,069

Video views

Jul to Sep 2021



505

-198

Profile visits

Jul to Sep 2021



Sentiment

2

+1

Positive

Jul to Sep 2021



3

+3

Neutral

Jul to Sep 2021



1

+1

Negative

Jul to Sep 2021



Social Dashboard – Instagram Headlines

Summary of Instagram data – July to September 2021

Reach

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



1 **Ballot boxes arrive Aug by-election** **1.1k**
Posted 12 August 2021

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



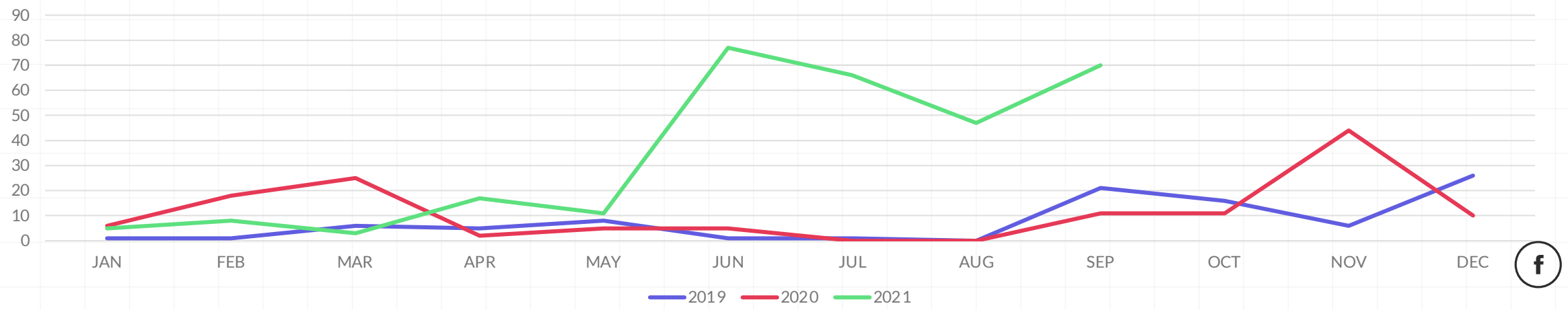
2 **Portree Link Road planning permission** **844**
Posted 31 August 2021

June 2021 - the most views of our video content ever



3 **Flu Spray Secondary and Primary Schools** **726**
Posted 21 August 2021



Instagram Posts





Social Dashboard - YouTube

Summary of YouTube data - July to September 2021



586
Total Subscribers
Current total



+21
New Subscribers
Since Q1 2021



5,687 -7,284
Total Views
Jul to Sep 2021




134.1 -505.8
Watch Time (hours)
Jul to Sep 2021



3m 11sec +45 secs
Average Duration
Jul to Sep 2021



54,100 -28,749
Impressions
Jul to Sep 2021



2.9%
Average clickthrough
Jul to Sep 2021




3,668 -5,458
Unique Viewers
Apr to Jun 2021




Demographic

62.3%
Male
Jul to Sep 2021



37.7%
Female
Jul to Sep 2021



Social Dashboard – YouTube Headlines

Summary of YouTube data – July to September 2021

Views

Just over 172 hours of content was watched in August 2021



1

New Torvean Park

632

Posted 23 August 2021

Aug 2021 saw our second highest average duration of content watched



2

LIVE by-election Wick and East Caithness / Inverness West

340

Posted 13 August 2021

Our second live election broadcast across multiple platforms



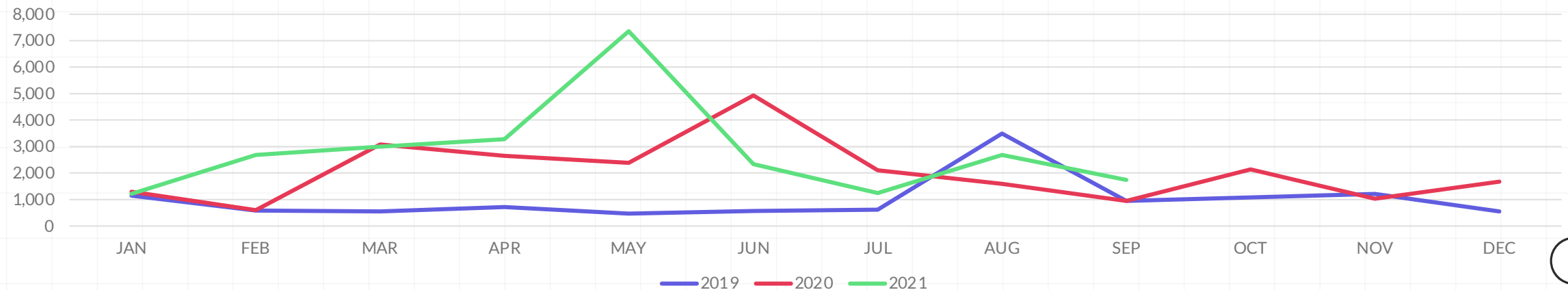
3

Inverness Castle Tour

200

Posted 28 August 2021

YouTube Views




Web Dashboard – Highland Council website

Summary of website data – July to September 2021

2,363,811
Page views
July to September 2021



50,071
Busiest day – page views
16 August 2021



Top 5 web page views for the month

Page views

1	highland.gov.uk	214,640
2	Planning Permission	81,885
3	School term dates	55,926
4	Direct Google search	53,996
5	Payment page	39,300

Scottish Local Authorities - Twitter

Social Media ranking - Current

1 **198,989** ...
Glasgow City Council

2 **126,770** ...
City of Edinburgh Council

3 **53,193** ...
Fife Council

4 **50,152** ...
South Lanarkshire

5 **45,969** ...
Aberdeen City Council

6 **41,919**
North Lanarkshire

7 **38,550**
Falkirk Council

8 **34,807**
Aberdeenshire

9 **30,754**
Dundee City

10 **28,595**
Renfrewshire Council

11 **28,291**
Highland Council

12 **28,069**
Stirling Council

13 **27,789**
East Renfrewshire

14 **23,581**
North Ayrshire

15 **21,703**
Perth and Kinross

16 **21,340**
East Ayrshire

17 **20,720**
West Lothian

18 **18,977**
East Dunbartonshire

19 **18,689**
South Ayrshire

20 **17,693**
East Lothian

21 **17,612**
Inverclyde

22 **17,119**
Midlothian

23 **16,673**
Angus

24 **14,711**
Argyll and Bute

25 **13,713**
Scottish Borders

26 **12,722**
West Dunbartonshire

27 **12,519**
Clackmannanshire

28 **11,503**
Moray

29 **11,266**
Dumfries & Galloway

30 **11,191**
Comhairle nan Eilean Siar

31 **10,663**
Orkney

32 **7,813**
Shetland



Scottish Local Authorities - Facebook

Social Media ranking - Current

1 **59,565** ...
Glasgow City Council

2 **54,274** ...
North Lanarkshire

3 **49,054** ...
West Lothian

4 **49,018** ...
Fife Council

5 **40,548** ...
South Lanarkshire

6 **31,033**
Aberdeenshire

7 **29,724**
Highland Council

8 **27,371**
City of Edinburgh

9 **26,649**
Dumfries & Galloway

10 **26,111**
Shetland

11 **25,205**
Renfrewshire

12 **24,996**
Aberdeen City

13 **24,876**
Perth and Kinross

14 **23,997**
Scottish Borders

15 **23,243**
West Dunbartonshire

16 **22,700**
Stirling Council

17 **21,305**
East Ayrshire

18 **18,167**
East Dunbartonshire

19 **17,855**
Midlothian

20 **17,835**
Angus Council

21 **17,265**
Dundee City

22 **15,635**
East Renfrewshire

23 **15,004**
Moray

24 **12,941**
East Lothian

25 **11,859**
Inverclyde

26 **11,816**
Falkirk Council

27 **10,389**
Clackmannanshire

28 **9,691**
North Ayrshire

29 **9,257**
Orkney

30 **8,970**
Argyll and Bute

31 **8,364**
Comhairle nan Eilean Siar

32 **8,172**
South Ayrshire

