

Social Media Report

October to December 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 October to December 2021.

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Facebook
30.3k



Twitter
28.6k

YouTube
0.6k



Social Dashboard - Facebook

Summary of Facebook data - October to December 2021



30,333
Total Fans
Current total





+609
New Fans
Since Q2 2021




5,278 -1,553
Total Comments
Oct to Dec 2021





1,082 +225
Total Posts
Oct to Dec 2021



15,431 -3,541
Reactions
Oct to Dec 2021





4,967 -671
Posts shared
Oct to Dec 2021





Sentiment

907 -151
Positive
Oct to Dec 2021



1,690 -10
Neutral
Oct to Dec 2021



693 -53
Negative
Oct to Dec 2021



Social Dashboard – Facebook Headlines

Summary of Facebook data – October to December 2021

In Q3 we passed 30k people following the THC Facebook page



Q3 sentiment remains neutral > positive



Q3 saw us post the most content ever on Facebook



Reach

1

Priority Gritting information

55,675

Posted 29 December 2021

2

Bridge St, Castle St, Castle Rd restrictions eased - Inverness

46,698

Posted 9 November 2021

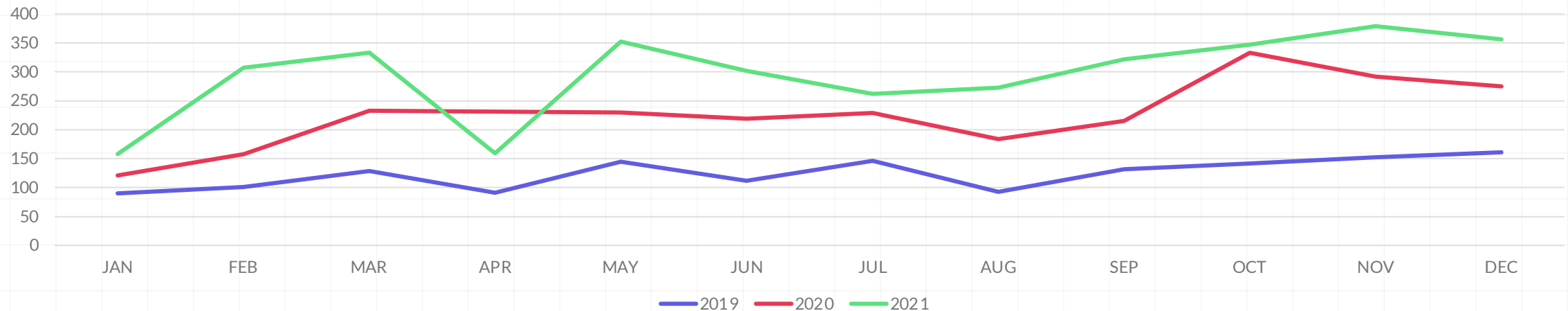
3

Scottish Government funding for school teachers

34,838

Posted 21 December 2021

Facebook Posts



Social Dashboard - Twitter

Summary of Twitter data - October to December 2021

28,653

Total Followers

Current total



+362

New Followers

Since Q2 2021



1,132,545 -114,553

Total Impressions

Oct to Dec 2021



1,110

+430

Total Tweets

Oct to Dec 2021



1,471

+77

Likes

Oct to Dec 2021



889

+95

Posts retweeted

Oct to Dec 2021



Sentiment

837

+62

Positive

Oct to Dec 2021



1,120

+234

Neutral

Oct to Dec 2021



386

+68

Negative

Oct to Dec 2021



Social Dashboard – Twitter Headlines

Summary of Twitter data – October to December 2021

Reach (Impressions)

Our second broadcast to Twitter for the December 2021 by-election




1 Sarah Fanet elected to represent Ward 21 **70,213**
Posted 3 December 2021

Q3 was our busiest ever for posting content to the THC Twitter account



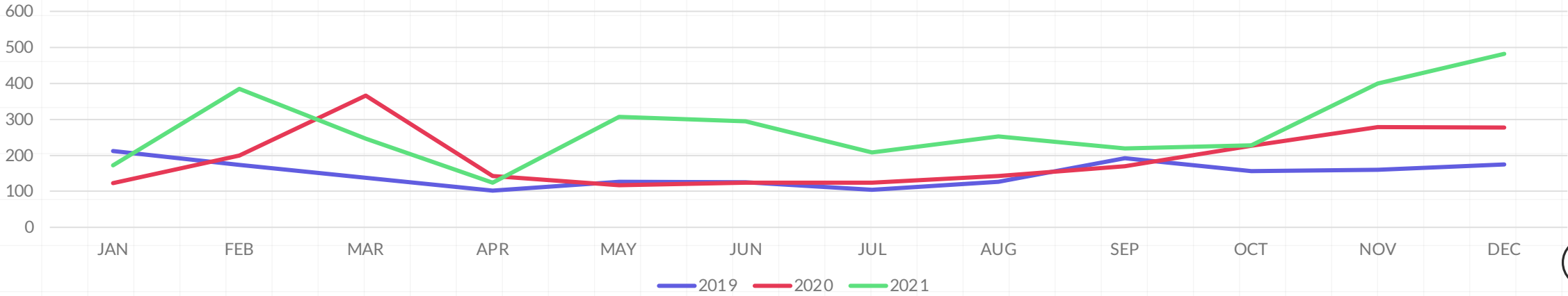
2 Ward 21 by-election results **37,006**
Posted 3 December 2021

Sentiment through Q3 remains neutral > positive



3 Appointment of headteacher to Nesside Primary **34,259**
Posted 20 December 2021



Tweets posted





Social Dashboard - Instagram

Summary of Instagram data - October to December 2021



3,276
Total Followers
Current total





+88
New Followers
Since Q2 2021





922 +309
Total Engagement
Oct to Dec 2021





254 +71
Total Posts
Oct to Dec 2021



15,934 +10,931
Video views
Oct to Dec 2021





103,180 +12,967
Total Impressions
Oct to Dec 2021





Sentiment

8 +6
Positive
Oct to Dec 2021



10 +7
Neutral
Oct to Dec 2021



4 +3
Negative
Oct to Dec 2021



Social Dashboard – Instagram Headlines

Summary of Instagram data – October to December 2021

Reach

Q3 performance highest number of posts created for Instagram



1 Met Office snow warning **1,961**
Posted 5 December 2021

Q3 saw the most ever video views on Instagram in December 2021



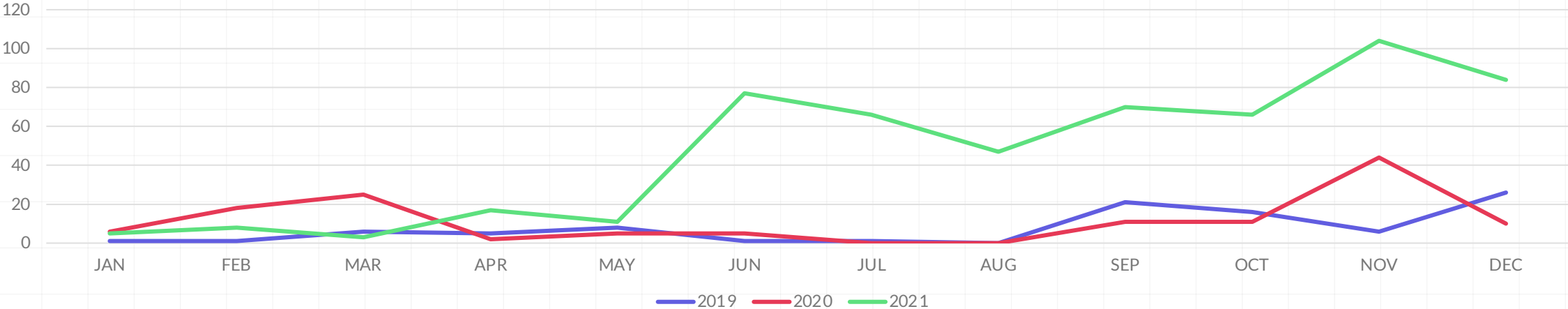
2 Strong wind warning **1,462**
Posted 7 December 2021

Q3 saw the most people engaging with our content ever



3 Met Office snow warning **1,462**
Posted 25 November 2021



Instagram posts





Social Dashboard - YouTube

Summary of YouTube data - October to December 2021



608
Total Subscribers
Current total



+22
New Subscribers
Since Q2 2021



10,106 +4,419
Total Views
Oct to Dec 2021



480.6 +346.5
Watch Time (hours)
Oct to Dec 2021



3m 11sec +/- 0 secs
Average Duration
Oct to Dec 2021





63,905 +9,805
Total Impressions
Oct to Dec 2021



3.3%
Average clickthrough
Oct to Dec 2021




7,384 +3,716
Unique Viewers
Oct to Dec 2021




Demographic

64.4%
Male
Oct to Dec 2021



35.6%
Female
Oct to Dec 2021



Social Dashboard – YouTube Headlines

Summary of YouTube data – October to December 2021

Views

In Q3 a significant increase in watch time +346.5 hours



1

The Gathering Place

3,373

Posted 7 October 2021

Increases across the board in Q3 on all key measures



2

NHS Inform – Flu Vaccine for pupils

582

Posted 21 August 2021

Broadcast our third live election broadcast across multiple platforms



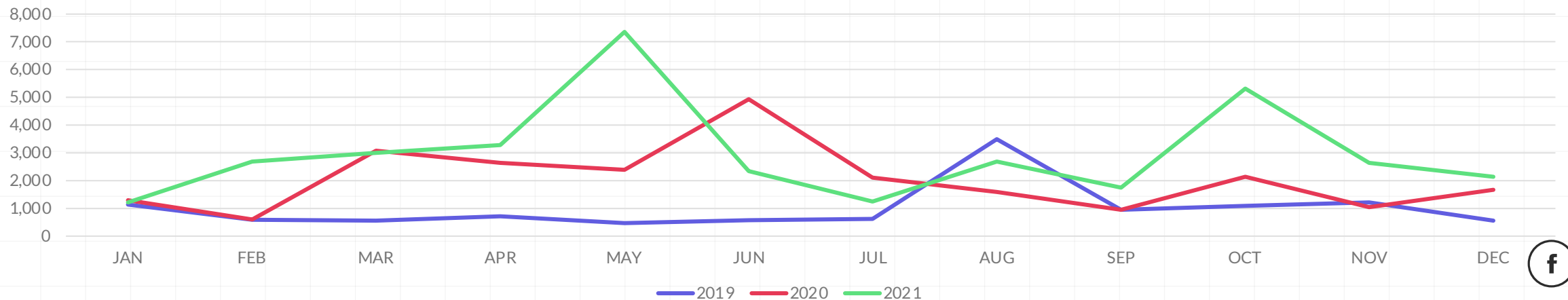
3

Corran Ferry Timelapse

330

Posted 28 October 2021

YouTube Views




Web Dashboard – Highland Council website

Summary of website data – October to December 2021

1,527,140
Page views
October to December 2021



25,330
Busiest day – page views
1 November 2021



Top 5 web page views for the month

Page views

1	highland.gov.uk	135,511
2	Planning Permission	50,949
3	Direct Google search	38,913
4	School Term Dates	35,371
5	Bin Calendars	25,625

Scottish Local Authorities - Twitter

Social Media ranking - Current

1 **202,460** ...
Glasgow City Council

2 **128,583** ...
City of Edinburgh Council

3 **53,652** ...
Fife Council

4 **51,402** ...
South Lanarkshire

5 **46,993** ...
Aberdeen City Council

6 **42,991**
North Lanarkshire

7 **39,007**
Falkirk Council

8 **35,739**
Aberdeenshire

9 **31,443**
Dundee City

10 **28,821**
Renfrewshire Council

11 **28,653**
Highland Council

12 **28,446**
Stirling Council

13 **28,276**
East Renfrewshire

14 **23,844**
North Ayrshire

15 **21,933**
Perth and Kinross

16 **21,567**
East Ayrshire

17 **20,959**
West Lothian

18 **19,277**
East Dunbartonshire

19 **18,894**
South Ayrshire

20 **17,945**
East Lothian

21 **17,846**
Inverclyde

22 **17,358**
Midlothian

23 **16,958**
Angus

24 **14,857**
Argyll and Bute

25 **13,913**
Scottish Borders

26 **12,866**
West Dunbartonshire

27 **12,645**
Clackmannanshire

28 **11,657**
Moray

29 **11,421**
Dumfries & Galloway

30 **11,292**
Comhairle nan Eilean Siar

31 **10,838**
Orkney

32 **8,094**
Shetland



Scottish Local Authorities - Facebook

Social Media ranking - Current

1 **60,420** ...
Glasgow City Council

2 **54,853** ...
North Lanarkshire

3 **49,472** ...
Fife Council

4 **49,294** ...
West Lothian

5 **41,392** ...
South Lanarkshire

6 **32,381**
Aberdeenshire

7 **30,333**
Highland Council

8 **27,788**
City of Edinburgh

9 **27,625**
Shetland

10 **26,787**
Dumfries & Galloway

11 **26,059**
Aberdeen City

12 **25,533**
Renfrewshire

13 **25,347**
Perth and Kinross

14 **24,334**
Scottish Borders

15 **23,406**
West Dunbartonshire

16 **23,102**
Stirling Council

17 **21,498**
East Ayrshire

18 **18,310**
East Dunbartonshire

19 **18,498**
Angus Council

20 **18,041**
Midlothian

21 **17,763**
Dundee City

22 **15,862**
East Renfrewshire

23 **15,311**
Moray

24 **13,220**
East Lothian

25 **11,991**
Falkirk Council

26 **11,967**
Inverclyde

27 **10,514**
Clackmannanshire

28 **10,110**
North Ayrshire

29 **9,539**
Orkney

30 **9,148**
Argyll and Bute

31 **8,780**
South Ayrshire

32 **8,583**
Comhairle nan Eilean Siar

