

# Social Media Report

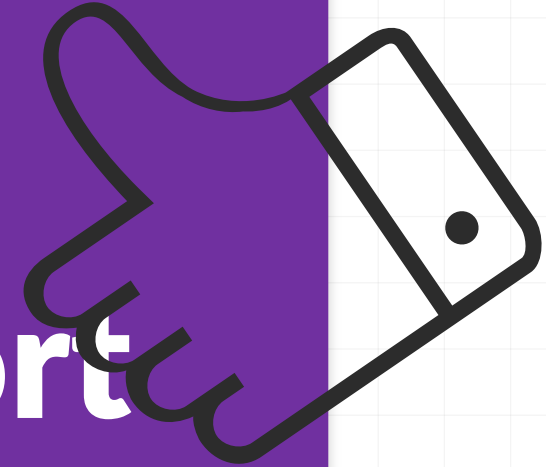
## January to March 2022



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

This report provides an analysis of our social media for January to March 2022.

[Discover](#)



Facebook  
**31.5k**



Twitter  
**29.1k**

YouTube  
**0.6k**



# Social Dashboard - Facebook

Summary of Facebook data – January to March 2022



**31,389**  
Total Fans  
*Current total*



**+1,056**  
New Fans  
*Since Q3 2021*



**6,653** +1,375  
Total Comments  
*Jan to Mar 2022*



**974** -108  
Total Posts  
*Jan to Mar 2022*

**23,358** +7,927  
Reactions  
*Jan to Mar 2022*






**8,566** +3,599  
Posts shared  
*Jan to Mar 2022*






## Sentiment

**988** +81  
Positive  
*Jan to Mar 2022*

**1,846** +156  
Neutral  
*Jan to Mar 2022*

**665** -28  
Negative  
*Jan to Mar 2022*




# Social Dashboard – Facebook Headlines

Summary of Facebook data – January to March 2022

Reach

In Q4 we added over 1,000 new followers to our Facebook page



**1** Job Opportunity – Seasonal Access Rangers **76,260**  
Posted 16 February 2022

Q4 more users engaged with our content than Q3



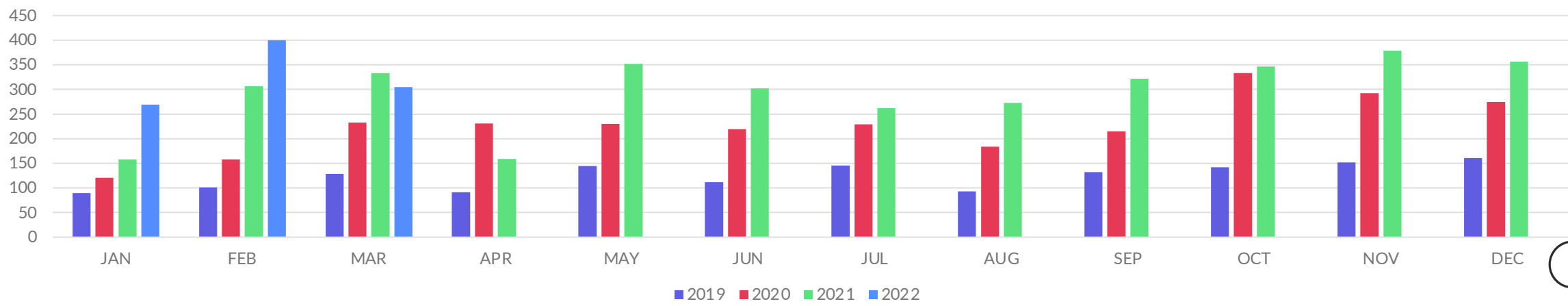
**2** Grazing lets, Ross-shire/Dalcross **44,934**  
Posted 17 February 2022

Q4 sentiment remains neutral > positive



**3** Job Opportunity – Community Works Operatives **44,857**  
Posted 10 March 2022



Facebook posts





# Social Dashboard - Twitter

Summary of Twitter data - January to March 2022

**29,074**  
Total Followers  
*Current total*



**+421**  
New Followers  
*Since Q3 2021*



**1,191,901** -59,356  
Total Impressions  
*Jan to Mar 2022*






**1,639** +539  
Total Tweets  
*Jan to Mar 2022*

**1,472** +1  
Likes  
*Jan to Mar 2022*






**974** +85  
Posts retweeted  
*Jan to Mar 2022*






## Sentiment

**850** +13  
Positive  
*Jan to Mar 2022*

**828** -292  
Neutral  
*Jan to Mar 2022*


**417** +31  
Negative  
*Jan to Mar 2022*





# Social Dashboard – Twitter Headlines

Summary of Twitter data – January to March 2022

Reach (Impressions)

Less users are sharing our content through Q4 

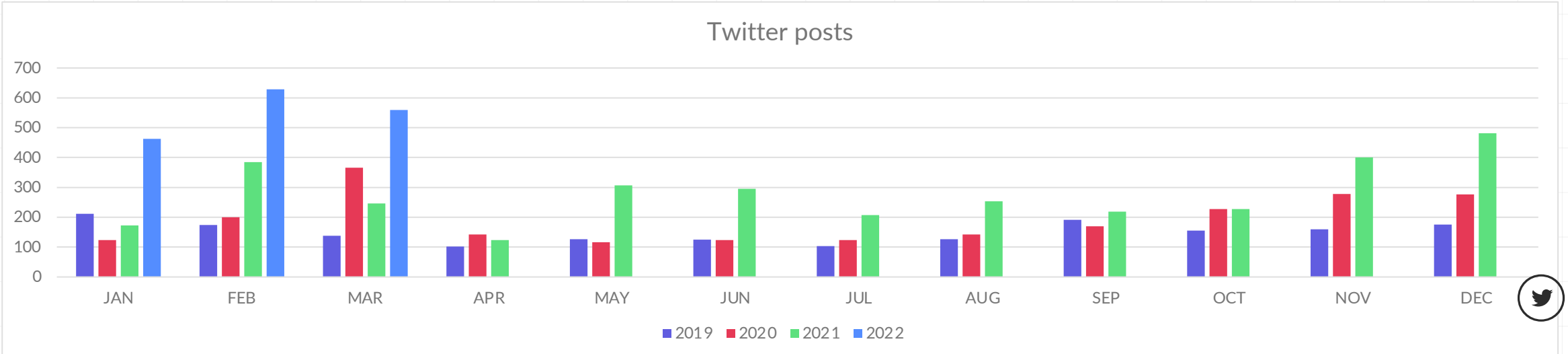
Q4 was our busiest ever for posting content to the THC Twitter account 

Sentiment has changed to positive > neutral for the first time ever 

**1** **A862 Conon Bridge to Muir of Ord closed due fallen trees** **14,688**  
*Posted 31 January 2022*

**2** **Heavy snow – take care on roads** **12,650**  
*Posted 18 February 2022*



**3** **Glen Etive road closure** **9,616**  
*Posted 10 February 2022*





# Social Dashboard - Instagram

Summary of Instagram data - January to March 2022

**3,346**  
Total Followers  
*Current total*



**+70**  
New Followers  
*Since Q3 2021*



**1,526** +604  
Total Engagement  
*Jan to Mar 2022*




**339** +85  
Total Posts  
*Jan to Mar 2022*

**14,164** -1,770  
Video views  
*Jan to Mar 2022*






**127,473** +24,293  
Total Impressions  
*Jan to Mar 2022*






## Sentiment

**3** -5  
Positive  
*Jan to Mar 2022*

**16** +6  
Neutral  
*Jan to Mar 2022*

**5** +1  
Negative  
*Jan to Mar 2022*





# Social Dashboard – Instagram Headlines

Summary of Instagram data – January to March 2022

Reach

**Q4 performance highest number of posts created for Instagram**



**1**

**Head teacher recruitment**

**39,769**

Posted 17 February 2022

**Q4 saw the second most ever video views on Instagram**



**2**

**Unemployed interested in cooking?**

**31,942**

Posted 1 February 2022

**Q4 saw the most people engaging with our content ever**



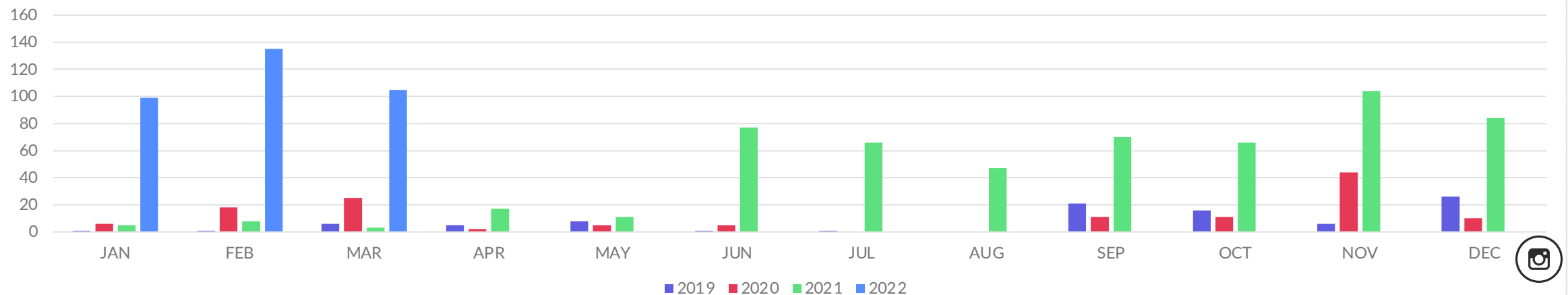
**3**

**Recruitment opportunity in the Inverness area**

**31,872**

Posted 10 March 2022



Instagram posts





# Social Dashboard - YouTube

Summary of YouTube data – January to March 2022



**632**  
Total Subscribers  
*Current total*

**+24**  
New Subscribers  
*Since Q3 2021*

**70** +4  
Videos added  
*Jan to Mar 2022*

**342.9** -137.7  
Watch Time (hours)  
*Jan to Mar 2022*




**2m 26sec** -45 secs  
Average Duration  
*Jan to Mar 2022*






**8,470** -1,636  
Total views  
*Jan to Mar 2022*





**3.9%**  
Average clickthrough  
*Jan to Mar 2022*




**5,604** -1,780  
Unique Viewers  
*Jan to Mar 2022*

**64,986** +1,081  
Total impressions  
*Jan to Mar 2022*



# Social Dashboard – YouTube Headlines

Summary of YouTube data – January to March 2022

Views

**Q4 see continued increases in users viewing vs same period last year**



1

**Fas Foghlaim fada**

**680**

*Posted 8 November 2018*

**Second most busiest period for posting of new video content**



2

**Corran Ferry Timelapse**

**641**

*Posted 28 October 2021*

**Live broadcast of North Kessock Community ballot**



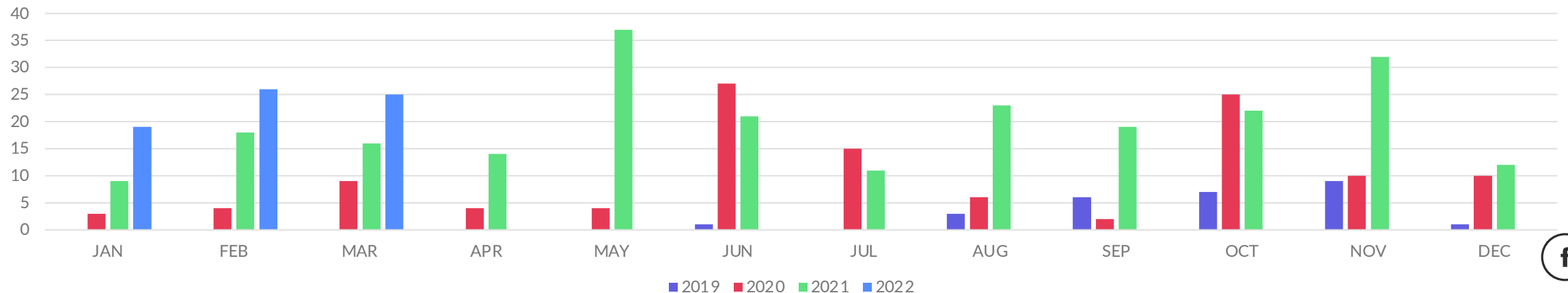
3

**How to complete your postal vote pack**

**636**

*Posted 29 July 2021*

Videos posted




# Web Dashboard – Highland Council website

Summary of website data – January to March 2022

**1,734,900**  
Page views  
January to March 2022



**51,648**  
Busiest day – page views  
31 January 2022



## Top 5 web page views for the month

Page views

1	highland.gov.uk	151,762
2	School term dates	56,146
3	Planning permission	53,335
4	School closures	44,842
5	Direct Google search result	42,792

# Scottish Local Authorities - Twitter

Social Media ranking – Current

**1** **204,453** ...  
Glasgow City Council

**2** **129,931** ...  
City of Edinburgh Council

**3** **53,977** ...  
Fife Council

**4** **52,677** ...  
South Lanarkshire

**5** **47,648** ...  
Aberdeen City Council

**6** **44,213**  
North Lanarkshire

**7** **39,351**  
Falkirk Council

**8** **36,362**  
Aberdeenshire

**9** **32,138**  
Dundee City

**10** **29,074**  
Highland Council

**11** **29,031**  
Renfrewshire Council

**12** **28,815**  
Stirling Council

**13** **28,685**  
East Renfrewshire

**14** **24,132**  
North Ayrshire

**15** **22,212**  
Perth and Kinross

**16** **21,853**  
East Ayrshire

**17** **21,186**  
West Lothian

**18** **19,417**  
East Dunbartonshire

**19** **19,069**  
South Ayrshire

**20** **18,128**  
Inverclyde

**21** **18,081**  
East Lothian

**22** **17,537**  
Midlothian

**23** **17,224**  
Angus

**24** **15,423**  
Argyll and Bute

**25** **14,031**  
Scottish Borders

**26** **13,038**  
West Dunbartonshire

**27** **12,772**  
Clackmannanshire

**28** **11,771**  
Moray

**29** **11,589**  
Dumfries & Galloway

**30** **11,386**  
Comhairle nan Eilean Siar

**31** **10,987**  
Orkney

**32** **8,209**  
Shetland



# Scottish Local Authorities - Facebook

Facebook has changed how they present their data. It now presents Followers which are rounded up since the upgrades to the Facebook platform.

Shetland, East Ayrshire and Orkney have not updated their Facebook pages to the new platform.

Social Media ranking – Current

**1** **67,000** ...  
Glasgow City Council

**2** **59,000** ...  
North Lanarkshire

**3** **53,000** ...  
Fife Council

**4** **51,000** ...  
West Lothian

**5** **46,000** ...  
South Lanarkshire

**6** **37,000**  
Aberdeenshire

**7** **34,000**  
Highland Council

**8** **31,000**  
City of Edinburgh

**9** **29,000**  
Dumfries & Galloway

**10** **28,000**  
Aberdeen City

**11** **28,000**  
Perth and Kinross

**12** **27,924**  
Shetland

**13** **27,000**  
Renfrewshire

**14** **26,000**  
Scottish Borders

**15** **25,000**  
Stirling

**16** **24,000**  
West Dunbartonshire

**17** **21,839**  
East Ayrshire

**18** **20,000**  
Angus

**19** **20,000**  
East Dunbartonshire

**20** **19,000**  
Dundee City

**21** **19,000**  
Midlothian

**22** **18,000**  
East Renfrewshire

**23** **17,000**  
Moray

**24** **15,000**  
East Lothian

**25** **13,000**  
Comhairle nan Eilean Siar

**26** **13,000**  
Falkirk Council

**27** **12,000**  
Inverclyde

**28** **12,000**  
North Ayrshire

**29** **11,000**  
Clackmannanshire

**30** **11,000**  
Argyll and Bute

**31** **10,000**  
South Ayrshire

**32** **9,869**  
Orkney

