

Social Media Report

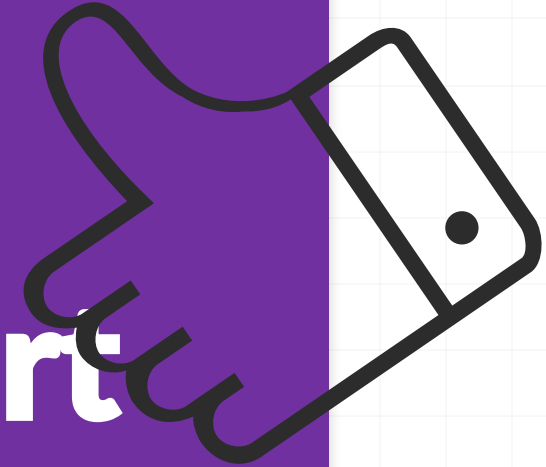
April to June 2022



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

This report provides an analysis of our social media for April to June 2022.

[Discover](#)



Facebook
32.4k



Twitter
29.5k

YouTube
0.7k



Social Dashboard - Facebook

Summary of Facebook data - April to June 2022



32,382
Total Fans
Current total



+933
New Fans
Since Q4 2021



6,443 -210
Total Comments
Apr to Jun 2022



865 -109
Total Posts
Apr to Jun 2022

22,700 -658
Reactions
Apr to Jun 2022






6,232 -2,334
Posts shared
Apr to Jun 2022






Sentiment

1,144 +156
Positive
Apr to Jun 2022

1,517 -329
Neutral
Apr to Jun 2022


584 -81
Negative
Apr to Jun 2022





Social Dashboard – Facebook Headlines

Summary of Facebook data – April to June 2022


Average increase in new users following us on Facebook is 11%



Q1 2022 vs Q4 2021 engagement is down slightly



Q1 2022 sentiment remains neutral > positive



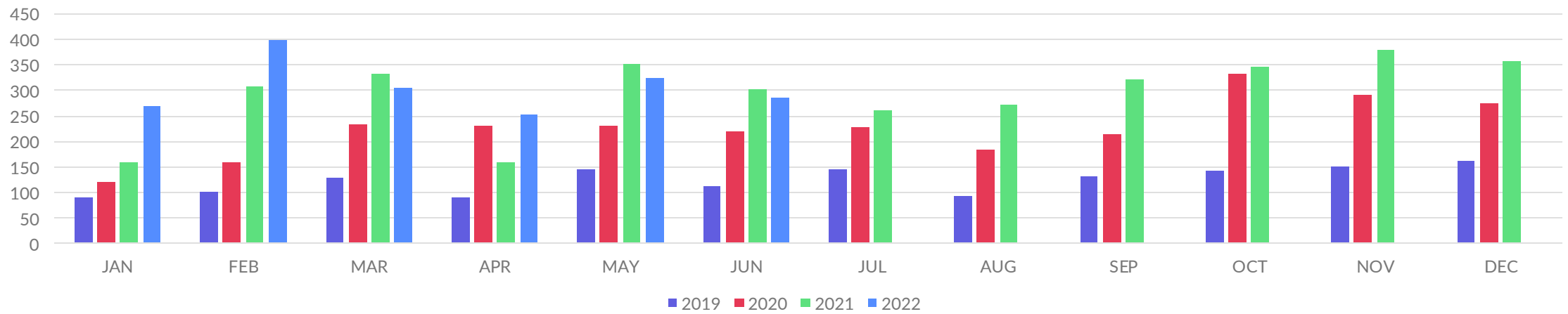
1 Overnight short stay carparking **129,250**
Posted 30 May 2022

2 Cleaning of Commando Memorial, Spean Bridge **77,061**
Posted 3 May 2022

3 Limited parking – Morar to Arisaig coastal route **48,840**
Posted 2 June 2022

Reach

Facebook posts




Social Dashboard - Twitter

Summary of Twitter data - April to June 2022

29,483
Total Followers
Current total




+409
New Followers
Since Q4 2021




877,175 -314,726
Total Impressions
Apr to Jun 2022




1,277 -362
Total Tweets
Apr to Jun 2022



1,148 -324
Likes
Apr to Jun 2022




627 -347
Posts retweeted
Apr to Jun 2022



Sentiment

861 +11
Positive
Apr to Jun 2022



710 -118
Neutral
Apr to Jun 2022



324 -93
Negative
Apr to Jun 2022




Social Dashboard – Twitter Headlines

Summary of Twitter data – April to June 2022

Reach (Impressions)

Less users are sharing our content through Q1 2022 vs Q4 2021



1

Scottish Local Government Elections live broadcast

11,103

Posted 6 May 2022

Users visiting our Twitter account dropped 300k vs last quarter



2

Environmental Protection Scotland – less car journeys

10,491

Posted 16 June 2022

Sentiment remains positive > neutral for a second quarter in a row



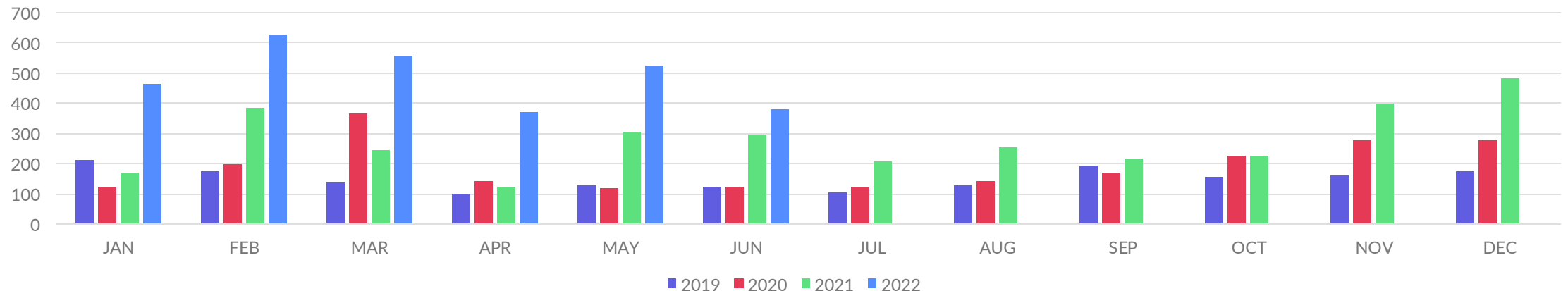
3

Election – Turnout for Ward 9 Black Isle

9,856

Posted 6 May 2022


Tweets posted




Social Dashboard - Instagram

Summary of Instagram data - April to June 2022


3,411
Total Followers
Current total




+65
New Followers
Since Q4 2021




521 -1,005
Total Engagement
Apr to Jun 2022




211 -128
Total Posts
Apr to Jun 2022



2,778 -11,386
Video views
Apr to Jun 2022




62,412 -65,061
Total Impressions
Apr to Jun 2022




Sentiment

4 +1
Positive
Apr to Jun 2022



23 +7
Neutral
Apr to Jun 2022



1 -4
Negative
Apr to Jun 2022



Social Dashboard – Instagram Headlines

Summary of Instagram data – April to June 2022

Reach

10% month on month increase in users vs same period last year



1

Grantown Remakery

1,126

Posted 13 April 2022

Q1 2022 shows a significant drop in engagement vs Q4 2021



2

Donna Manson setup of Inverness Count Centre - Elections

1,001

Posted 1 May 2022

Q1 2022 people visiting our Instagram account has dropped 300k



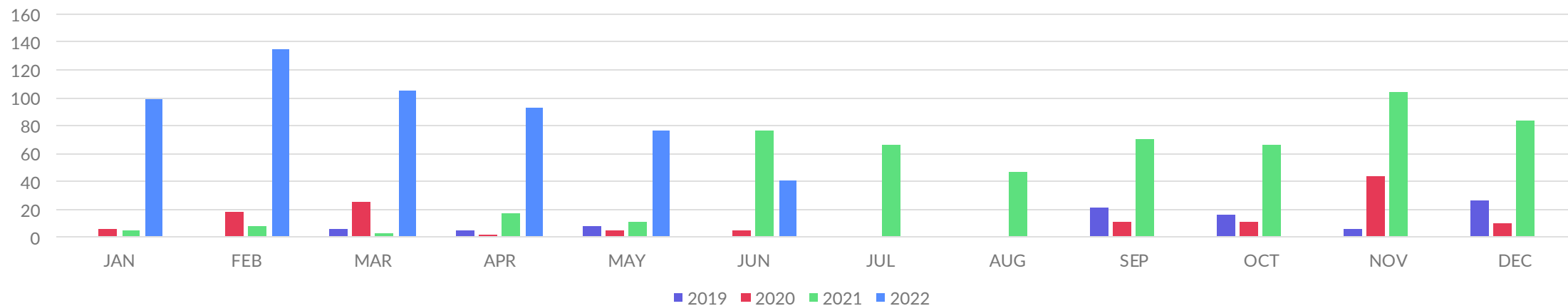
3

Postal votes – 20,000 returned

940

Posted 29 April 2022

Instagram posts



Social Dashboard - YouTube

Summary of YouTube data - April to June 2022

711

Total Subscribers

Current total



+79

New Subscribers

Since Q4 2021



75

+5

Videos added

Apr to Jun 2022



1,837.1 +1,494.2

Watch Time (hours)

Apr to Jun 2022



4m 01sec +1m 35 secs

Average Duration

Apr to Jun 2022



21,270 +12,800

Total views

Apr to Jun 2022



4.4%

Average clickthrough

Apr to Jun 2022



13,312 +7,708

Unique Viewers

Apr to Jun 2022



158,926 +93,940

Total impressions

Apr to Jun 2022




Social Dashboard – YouTube Headlines

Summary of YouTube data – April to June 2022

Views

The most views ever recorded due to live election coverage




1 Scottish Local Government Election broadcast live **6,420**
Posted 6 May 2022

The most watchtime ever due to live election coverage

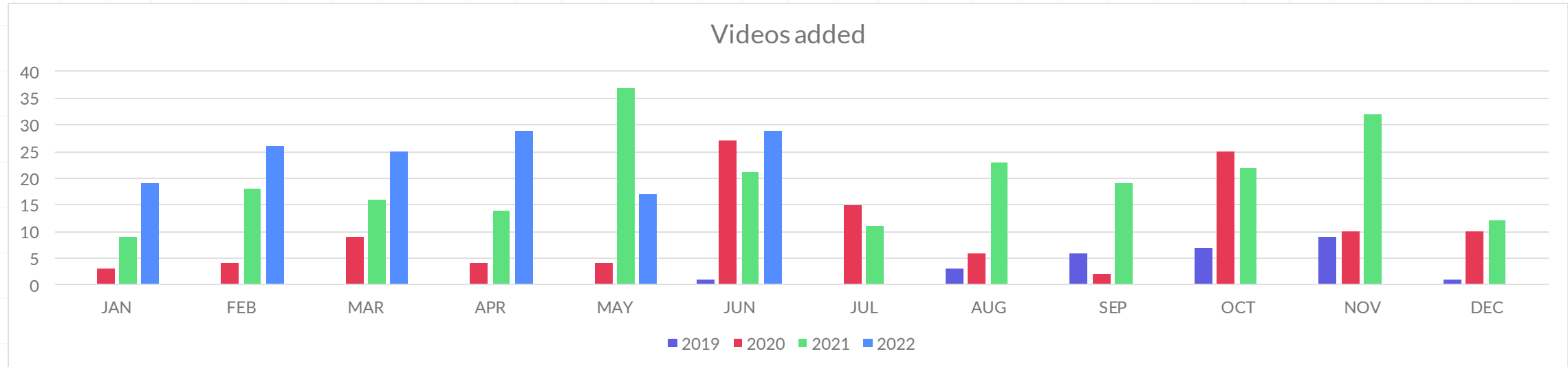


2 How to complete postal vote pack **1,699**
Posted 14 April 2022

Three live election broadcasts on 5/6 May 2022



3 Single Transferable Vote information video **1,498**
Posted 16 February 2022



Web Dashboard – Highland Council website

Summary of website data – April to June 2022

1,152,110

Page views

January to March 2022



50,790

Busiest day – page views

6 May 2022



Top 5 web page views for the quarter

Page views

1

highland.gov.uk

99,626

2

Planning permission

40,260

3

School term dates

35,335

4

Direct Google search result

24,795

5

Payments

17,439

Scottish Local Authorities - Twitter

Social Media ranking – Current

1 **206,586** ...
Glasgow City Council

2 **131,358** ...
City of Edinburgh Council

3 **54,510** ...
Fife Council

4 **53,338** ...
South Lanarkshire

5 **48,305** ...
Aberdeen City Council

6 **44,861**
North Lanarkshire

7 **39,719**
Falkirk Council

8 **36,723**
Aberdeenshire

9 **32,733**
Dundee City

10 **29,483**
Highland Council

11 **29,200**
Renfrewshire Council

12 **29,100**
Stirling Council

13 **29,006**
East Renfrewshire

14 **24,335**
North Ayrshire

15 **22,404**
Perth and Kinross

16 **22,063**
East Ayrshire

17 **21,419**
West Lothian

18 **19,586**
East Dunbartonshire

19 **19,214**
South Ayrshire

20 **18,361**
Inverclyde

21 **18,240**
East Lothian

22 **17,688**
Midlothian

23 **17,358**
Angus

24 **16,086**
Argyll and Bute

25 **14,130**
Scottish Borders

26 **13,154**
West Dunbartonshire

27 **12,875**
Clackmannanshire

28 **11,885**
Moray

29 **11,746**
Dumfries & Galloway

30 **11,487**
Comhairle nan Eilean Siar

31 **11,051**
Orkney

32 **8,323**
Shetland



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.

Scottish Local Authorities - Facebook

Social Media ranking – Current

1 **68,000** ...
Glasgow City Council

2 **60,000** ...
North Lanarkshire

3 **54,000** ...
Fife Council

4 **52,000** ...
West Lothian

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

6 **37,000**
Aberdeenshire

7 **35,000**
Highland Council

8 **32,000**
City of Edinburgh

9 **30,000**
Aberdeen City

10 **29,000**
Dumfries and Galloway

11 **28,719**
Shetland

12 **28,000**
Perth and Kinross

13= **27,000**
Renfrewshire

13= **27,000**
Scottish Borders

15 **26,000**
Stirling

16 **24,000**
West Dunbartonshire

17 **22,037**
East Ayrshire

18= **21,000**
Angus

18= **21,000**
East Dunbartonshire

20= **20,000**
Dundee City

20= **20,000**
Midlothian

22 **18,000**
East Renfrewshire

23 **17,000**
Moray

24 **15,000**
East Lothian

25 **14,000**
Comhairle nan Eilean Siar

26= **13,000**
Falkirk Council

26= **13,000**
Inverclyde

28 **12,000**
North Ayrshire

29= **11,000**
Clackmannanshire

29= **11,000**
Argyll and Bute

31 **10,036**
Orkney

32 **10,000**
South Ayrshire