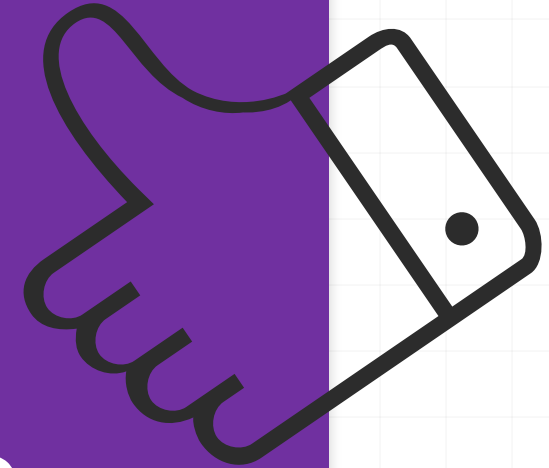




Social Media Report

July to September 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 July to September 2022.

[Discover](#)

Facebook
34.1k



Twitter
29.8k

YouTube
0.7k



Social Dashboard - Facebook

Summary of Facebook data - July to September 2022



34,006
Total Fans
Current total



+1,624
New Fans
Since Q1 2022



7,294 +851
Total Comments
Jul to Sep 2022



824 -41
Total Posts
Jul to Sep 2022

24,792 +2,092
Reactions
Jul to Sep 2022






8,501 +2,269
Posts shared
Jul to Sep 2022






Sentiment

1,090 -54
Positive
Jul to Sep 2022

1,794 +277
Neutral
Jul to Sep 2022

920 +336
Negative
Jul to Sep 2022





Social Dashboard – Facebook Headlines

Summary of Facebook data – July to September 2022


Reach

New followers, year to date are up 27.3% vs 2021




1 Academy Street consultation **106,130**
Posted 13 July 2022

Engagement rate for the quarter is 8.1% vs 6.9% for Q1 2022



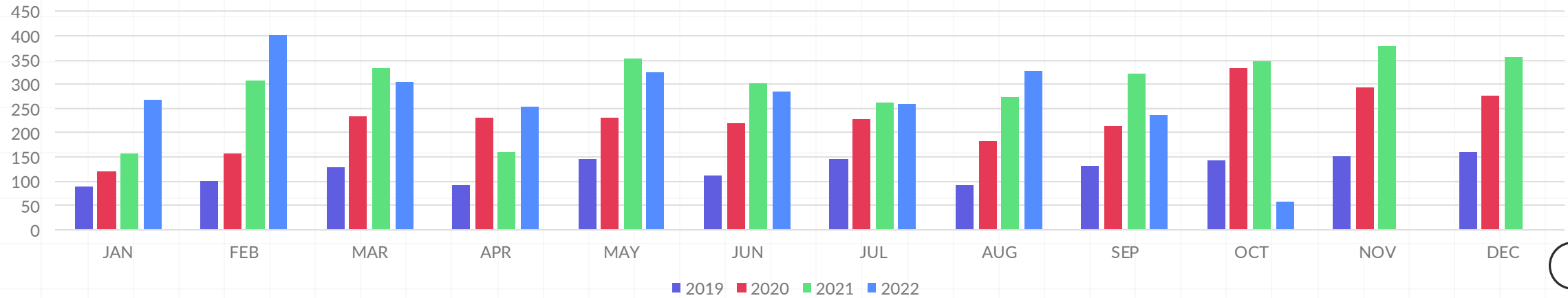
2 Avian Flu warning **105,571**
Posted 23 July 2022

Q2 2022 sentiment remains neutral > positive



3 Principal Engineer/Senior Engineer recruitment **98,400**
Posted 25 August 2022

Facebook posts





Social Dashboard - Twitter

Summary of Twitter data - July to September 2022

29,761
Total Followers
Current total






+278
New Followers
Since Q1 2022



877,175 -86,758
Total Impressions
Jul to Sep 2022






1,368 +91
Total Tweets
Jul to Sep 2022

1,101 -47
Likes
Jul to Sep 2022






870 +243
Posts retweeted
Jul to Sep 2022






Sentiment

646 -215
Positive
Jul to Sep 2022

653 -57
Neutral
Jul to Sep 2022

334 +10
Negative
Jul to Sep 2022




Social Dashboard – Twitter Headlines

Summary of Twitter data – July to September 2022

Reach (Impressions)

Number of posts tweeted is up 31.4%
vs the same period last year



1

Inflatables are not suitable for
open water

6,289

Posted 23 July 2022

Users visiting our Twitter account
dropped 86k vs last quarter



2

Highland Archaeology Festival
2022

4,903

Posted 23 September 2022

Engagement rate is 1.5%, the same as
the previous quarter



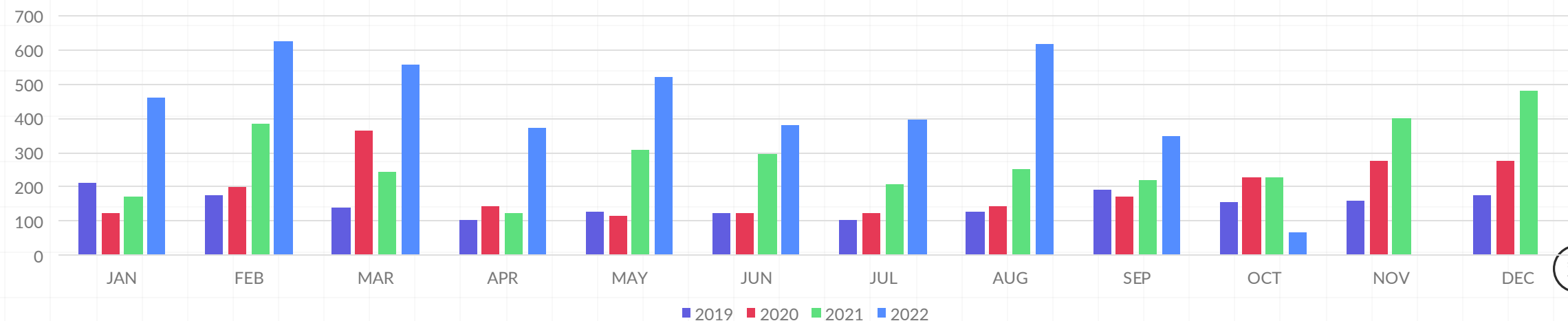
3

Death of Her Majesty the Queen

3,495

Posted 8 September 2022



Tweets posted





Social Dashboard - Instagram

Summary of Instagram data - July to September 2022



3,475
Total Followers
Current total



+68
New Followers
Since Q1 2022



1,139 +618
Total Engagement
Jul to Sep 2022

83 -128
Total Posts
Jul to Sep 2022

3,534 +756
Video views
Jul to Sep 2022






69,263 +6,851
Total Impressions
Jul to Sep 2022






Sentiment

7 +3
Positive
Jul to Sep 2022

90 +67
Neutral
Jul to Sep 2022

8 +7
Negative
Jul to Sep 2022





Social Dashboard – Instagram Headlines

Summary of Instagram data – July to September 2022


Reach

Number of posts up 14% vs month to date last year




1 Develop the Highlands Play Strategy **33,007**
 Posted 6 September 2022

Engagement rate for Q2 2022 is 2.2% vs 0.8% for the last quarter



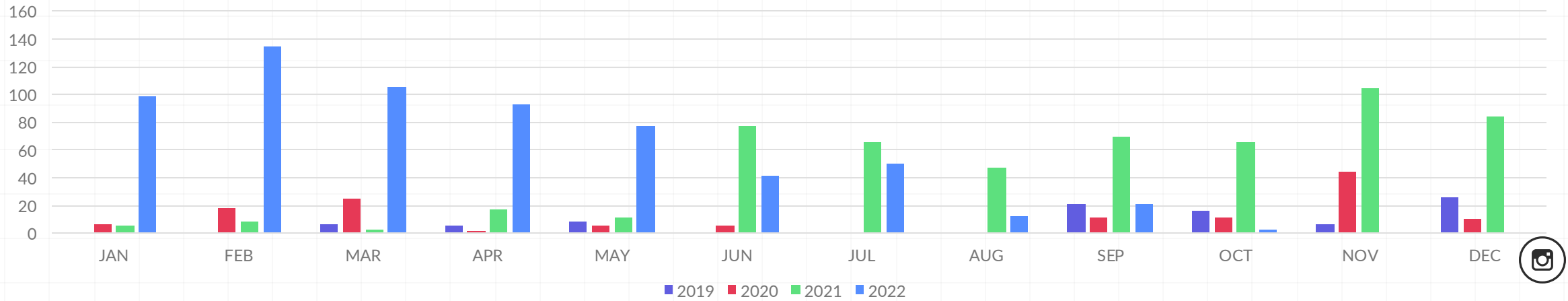
2 Have Your Say Highland consultation deadline extension **26,368**
 Posted 23 August 2022

Q2 2022 people visiting our Instagram account has increased 6.8k



3 Mobile cleaning operative Inverness/Great Glen recruitment **24,336**
 Posted 7 September 2022



Instagram posts





Social Dashboard - YouTube

Summary of YouTube data - July to September 2022



728
Total Subscribers
Current total

+17
New Subscribers
Since Q1 2022

54 -21
Videos added
Jul to Sep 2022



376.8 -1,460.3
Watch Time (hours)
Jul to Sep 2022




2m 38sec -1m 13 secs
Average Duration
Jul to Sep 2022






8,328 -12,942
Total views
Jul to Sep 2022



3.1%
Average clickthrough
Jul to Sep 2022




6,188 -7,124
Unique Viewers
Jul to Sep 2022

158,926 -75,836
Total impressions
Jul to Sep 2022





Social Dashboard – YouTube Headlines

Summary of YouTube data – July to September 2022


Views

Views up 9.2% for the year to date vs 2021




1 The Immortal Memory **987**
 Posted 18 September 2022

Watchtime up 40% for the year to date vs 2021



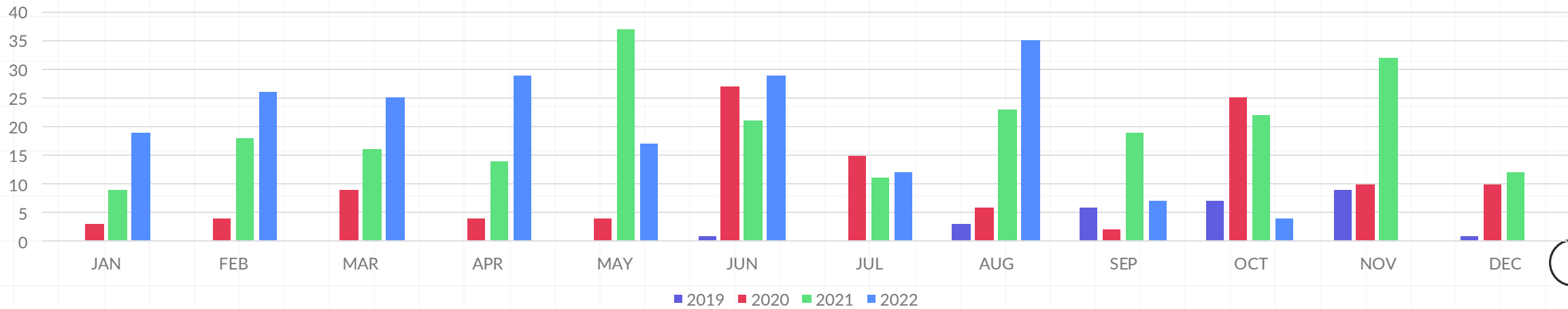
2 Corran Ferry timelapse **922**
 Posted 28 October 2021

Clickthrough rate up 19.1% for the year to date vs 2021



3 The Reading of the Proclamation of Accession **733**
 Posted 11 September 2022

Videos added



Social Dashboard – Engagement Rate

Engagement rate for the quarter across all social platforms - July to September 2022

| | September | August | July |
|-----------|-----------|--------|-------|
| Twitter | 1.53% | 1.37% | 1.37% |
| Facebook | 7.53% | 10.02% | 6.66% |
| Instagram | 2.38% | 3.08% | 1.26% |
| TikTok | 4.84% | 4.77% | n/a |
| YouTube | 11.46% | 9.11% | 8.94% |


Web Dashboard – Highland Council website

Summary of website data – July to September 2022

947,840
Page views
July to September 2022



19,809
Busiest day – page views
24 August 2022



Top 5 web page views for the quarter

Page views

| | | |
|---|-----------------------------|--------|
| 1 | highland.gov.uk | 81,039 |
| 2 | School term dates | 27,540 |
| 3 | Planning applications | 25,879 |
| 4 | Bin calendars | 18,602 |
| 5 | Direct Google search result | 17,618 |

Scottish Local Authorities - Twitter

Social Media ranking – Current

1 **209,014** ...
Glasgow City Council

2 **134,609** ...
City of Edinburgh Council

3 **54,971** ...
Fife Council

4 **54,571** ...
South Lanarkshire

5 **49,198** ...
Aberdeen City Council

6 **46,141**
North Lanarkshire

7 **40,243**
Falkirk Council

8 **37,210**
Aberdeenshire

9 **33,501**
Dundee City

10 **29,761**
Highland Council

11 **29,424**
East Renfrewshire

12 **29,420**
Renfrewshire Council

13 **29,401**
Stirling Council

14 **24,661**
North Ayrshire

15 **22,722**
Perth and Kinross

16 **22,287**
East Ayrshire

17 **21,729**
West Lothian

18 **19,835**
East Dunbartonshire

19 **19,436**
South Ayrshire

20 **18,669**
Inverclyde

21 **18,398**
East Lothian

22 **17,821**
Midlothian

23 **17,639**
Angus

24 **16,740**
Argyll and Bute

25 **14,212**
Scottish Borders

26 **13,303**
West Dunbartonshire

27 **12,954**
Clackmannanshire

28 **11,953**
Moray

29 **11,917**
Dumfries & Galloway

30 **11,573**
Comhairle nan Eilean Siar

31 **11,165**
Orkney

32 **8,511**
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 **70,000** ...
Glasgow City Council

2 **61,000** ...
North Lanarkshire

3 **55,000** ...
Fife Council

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

5 **48,000** ...
South Lanarkshire

6 **38,000**
Aberdeenshire

7 **36,000**
Highland Council

8 **34,000**
City of Edinburgh

9 **31,000**
Aberdeen City

10 **30,340**
Shetland

11 **30,000**
Dumfries and Galloway

12 **29,000**
Perth and Kinross

13= **27,000**
Renfrewshire

13= **27,000**
Scottish Borders

15 **26,000**
Stirling

16 **25,000**
West Dunbartonshire

17 **22,855**
East Ayrshire

18 **22,000**
Angus

19= **21,000**
East Dunbartonshire

19= **21,000**
Dundee City

21 **20,000**
Midlothian

22 **19,000**
East Renfrewshire

23 **18,000**
Moray

24 **16,000**
East Lothian

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

25= **14,000**
Falkirk Council

27= **13,000**
Inverclyde

27= **13,000**
North Ayrshire

29 **12,000**
Clackmannanshire

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

30= **11,000**
South Ayrshire

32 **10,291**
Orkney