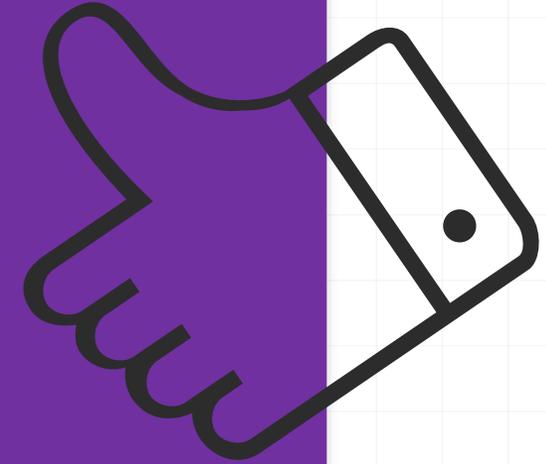**The Highland Council Comhairle na Gàidhealtachd**

Social Media Analytics
October to December 2022 (Q3)

The Highland Council uses five social media channels – Facebook, Twitter, Instagram, TikTok and YouTube.
This report provides an analysis of our social media for December 2022.

Facebook
35.5k

Twitter
30.1k

YouTube
0.7k

Social Dashboard - Facebook

Summary of Facebook data (Hootsuite Analytics) – Q3 2022

Big boost largely due to December's top-rated post reaching 1M people!

The Highland Council
Comhairle na Gàidhealtachd

35,512
Total Fans
Current total

+1,506
New Fans
Since previous quarter

8,365 +1,071
Total Comments
Q3 vs. Q2 2022

627 -197
Total Posts
Q3 vs. Q2 2022

29,567 +4,775
Reactions
Q3 vs. Q2 2022

8,584 +83
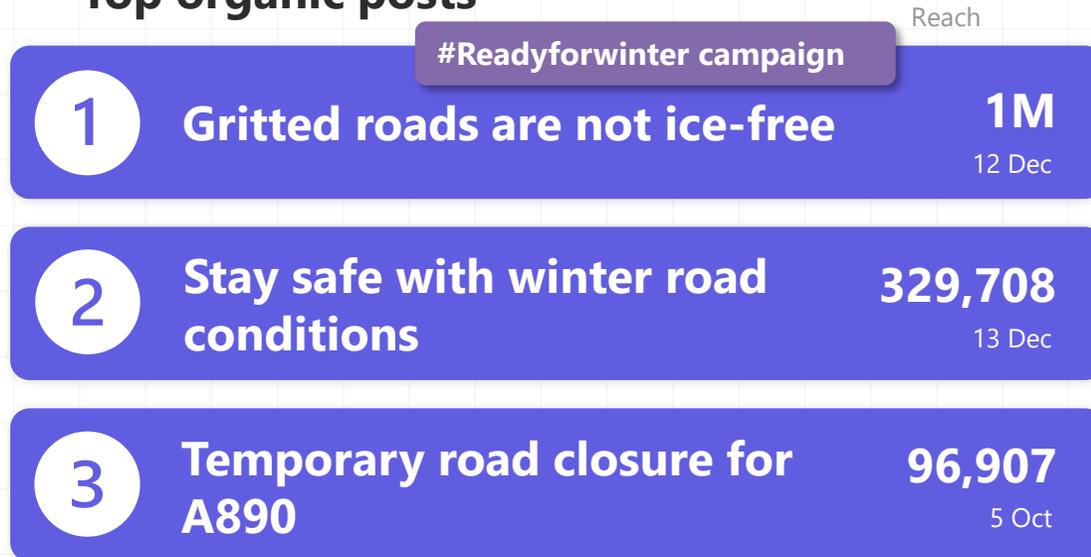Posts shared
Q3 vs. Q2 2022

Sentiment

28%
Positive

46%
Neutral

26%
Negative

Facebook headlines

Meta Business Suite Insights – Q3 2022

Top organic posts

Reach

#Readyforwinter campaign

1	**Gritted roads are not ice-free**	**1M** 12 Dec
2	**Stay safe with winter road conditions**	**329,708** 13 Dec
3	**Temporary road closure for A890**	**96,907** 5 Oct

Top paid posts

Reach

1	**Interim Chief Executive Job advertisement**	**56,660** 19 Dec
2	**Connecting Inverness**	**32,753** 4 Nov
3	**Lochaber Transport Study**	**32,406** 21 Dec

More than 800 people clicked on the link from this ad!

It isn't a surprise that our top performing posts in the winter were focused on road conditions across the area. But our audience were clearly appreciative of the pro-active safety messages issued on our Facebook page as our top message was shared a whopping 3.3K times meaning **we reached over 1 million people on the platform!** For our paid ads, the boost generated some great engagement for the Lochaber Transport Study as 881 people were motivated to click on the link to the survey itself.

Social Dashboard - Twitter

Summary of Twitter data (Hootsuite Analytics) – Q3 2022

The Highland Council
Comhairle na Gàidhealtachd

29,955
Total Followers
Current total

+194
New Followers
Q3 vs. Q2 2022

555,910 -321,265
Total Impressions
Q3 vs. Q2 2022

The drop in impressions is most likely due to the reduced number of tweets issued this month.

859 -509
Total Tweets
Q3 vs. Q2 2022

869 -232
Likes
Q3 vs. Q2 2022

574 -296
Posts retweeted
Q3 vs. Q2 2022

Sentiment

43%
Positive

38%
Neutral

19%
Negative

Twitter headlines

Twitter Analytics – Q3 2022

Our tweets earned 580.9K impressions in total over this period.

1 | **12,394** Impressions

The Highland Council @HighlandCouncil · Dec 15
Unfortunately, the road will remain closed for the rest of today. A re-assessment of conditions will be made tomorrow. The coast road is open.
twitter.com/HighlandCounci…
View Tweet activity

2 | **5,536** Impressions

The Highland Council @HighlandCouncil · Dec 15
Our crews across the Highlands are busy treating roads & pavements in accordance with our Winter Maintenance Policy.

More details here - ow.ly/xA8f50M46BG

We urge all drivers & pedestrians to be extra careful when out and about in these wintry conditions.
pic.twitter.com/euWe88fU8v
View Tweet activity

3 | **4,431** Impressions

The Highland Council @HighlandCouncil · Dec 28
The Wick Criminal Justice Community Payback Team has been busy constructing ornamental wooden houses, which will go on sale in the Highland Hospice shop in the New Year. All money raised goes to the Hospice. Read more here ow.ly/l9ml50MebYG pic.twitter.com/9aBrhNFQmP
View Tweet activity

The top three tweets for December are also the highest for this quarter.

Interestingly the good news story of the charity efforts from the Wick Criminal Justice Community Payback Team has returned the highest engagement from users, receiving 41 likes and 12 retweets. This message has been popular on both Facebook and Twitter which shows the level of interest from our audience in local level good news items.

Instagram headlines

Meta Business Suite Insights – Q3 2022

Reel-ly good views!

Top organic posts

Reach

1	**Positive Care Inspectorate report**	**1,337**	30 Dec
2	**National Gaelic debate win**	**1,290**	2 Dec
3	**Edinburgh Declaration signing**	**1,133**	19 Dec

Top paid posts

Reach

1	**Interim Chief Executive job advert**	**45,512**	19 Dec
2	**Lochaber Transport Study**	**33,599**	21 Dec
3	**Feedback on access to city centre**	**31,040**	4 Nov

FINALIST SCOTTISH GREEN ENERGY AWARDS 2022 #SGEA22

1,232 plays

We are continuing to see steady progress in our return on engagement for Instagram to round off this year. Many of our followers are aged between 35-54 but we have promising positive trend in younger audiences starting to follow us on Instagram. Compared to last quarter, we have seen a slight increase in users aged 13-34 from the previous quarter.

HydroNess has been the focus of several awards and nominations at tail end of 2022!
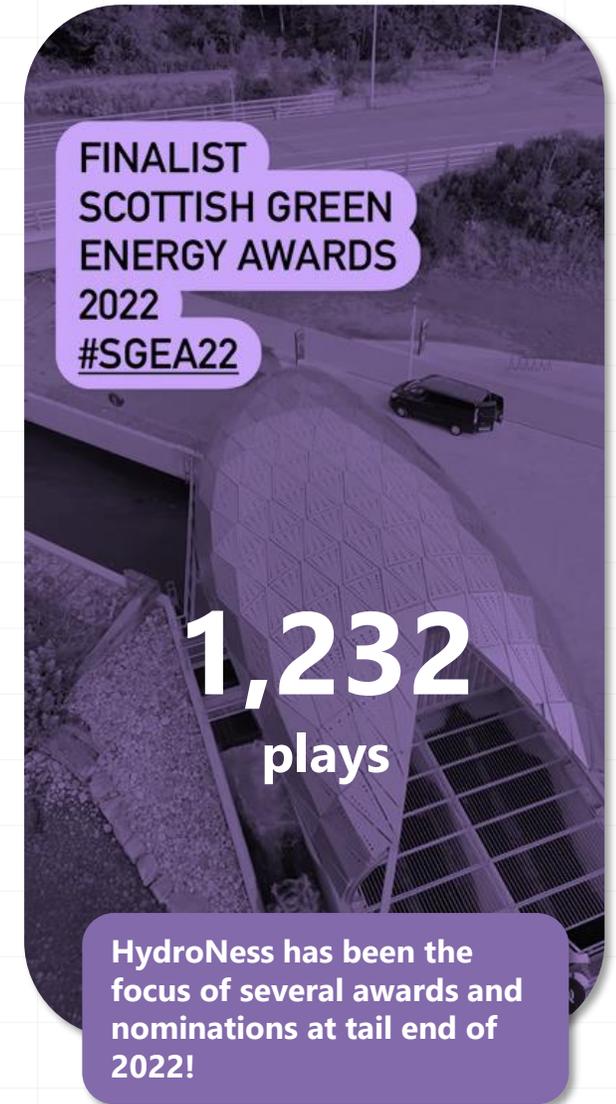
Interesting insight - Paid posts on Instagram

Meta Business Suite Insights – December 2022

Performance for organic versus paid post

Reach	951	38,758
Likes	15	404
Total engagements	15	622

Instagram is owned by the company Meta, the parent company of Facebook. This means when we pay to boost a post on Facebook, a copy of the post can also be promoted to Instagram users. In our recent reports, we have noticed that our performance is very healthy on Facebook with our organic content, which is a great achievement itself, with a few posts gaining higher performance results than boosted content. However, we are still building our presence on Instagram, and so this is where we are seeing the greatest benefit from paid for posts.

The above is a recent post to advertise the interim Chief Executive job opportunity. This was posted organically on Instagram but also was boosted on Facebook (and thus Instagram) and so we can directly compare the performance between them. **We have managed to advertise the job opportunity to 97.5% more people on Instagram** than if we had only relied on electronic word of mouth.

Social Dashboard - YouTube

Summary of YouTube data (YouTube Analytics) – Q3 2022

Our channel had 7,884 views this quarter!

746
Total Subscribers
Current total as of 4 January 2023

+13
New Subscribers
Q3 vs. Q2 2022

36 -18
Videos added
Q3 vs. Q2 2022

281.5 -95.3hrs
Watch Time (hours)
Q3 vs. Q2 2022

2m 21sec -17sec
Average Duration
Q3 vs. Q2 2022

7,167 -1,161
Total video views
Q3 vs. Q2 2022

4.4% +1.3%
Clickthrough
Q3 vs Q2 2022

N/A
Unique Viewers
Q3 2022

58,396 -100,530
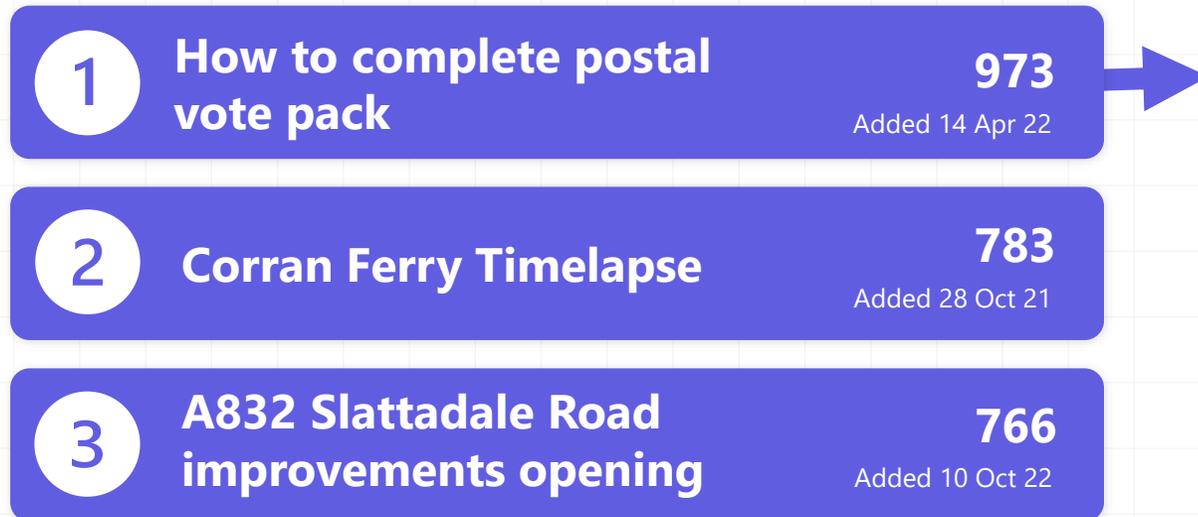Impressions
Q3 vs Q2 2022

This data is only available for periods up to 90 days to ensure data quality, (YouTube Analytics)

Social Dashboard – YouTube Headlines

Summary of YouTube data – Q3 2022 (YouTube analytics)

Top views this quarter

Views

1	**How to complete postal vote pack**	**973** Added 14 Apr 22
2	**Corran Ferry Timelapse**	**783** Added 28 Oct 21
3	**A832 Slattadale Road improvements opening**	**766** Added 10 Oct 22

This video accounted for 13.6% of all views gained during this quarter.

2,868
total plays since published

2022 has been a big year for our YouTube channel as we placed more focus on producing and delivering engaging video content to our audiences. We have seen a recent shift in social media trends and their algorithms to favour video content following the success of video-based platforms (e.g., TikTok). However, YouTube still has its place as a video platform, and this can be shown with the success of our popular livestream for the Scottish Government Local Elections in Q1 (gaining 6.6K views).

Despite being originally published in April 2022, our instructional video on 'how to complete your postal vote pack' was our most watched video of this quarter with nearly 1k views! The video also has a high impressions click-through rate (CTR) at 9.5% - but what does this mean?

Metrics which matter – Click-through rate (CTR)

The goal of all social media platforms is to keep you – the user – on their site for as long as possible. For example, TikTok's 'For You' page is never ending, a user could spend 24hrs scrolling through videos and still be given new content to watch – content which the algorithm has specifically chosen for that user based on their interests and interactions with similar content on the app.

YouTube formats it's content differently to TikTok and therefore adopts another approach to keep users engaged on the site. One of the strategies that YouTube employs is by recommending content to users on a side panel of the video they are watching.

When a video thumbnail is shown like this to a user (on the side, homepage, or at the end of a video) then this is called an '**impression**'. A high number of impressions tells us if we have been successful in demonstrating to YouTube that our content is of interest to their viewers.

The **CTR** is a metric which is used to measure how often viewers watched a video after seeing an impression.

For our 'how to complete a postal vote pack' video for this quarter, nearly 1 in 10 viewers who were shown the thumbnail as an impression were interested enough to click onto the video, an excellent **CTR** achievement.

Engagement rates

Data from Hootsuite analytics

	December	November	October	September
Twitter	**1.77%**	**2.05%**	**1.60%**	**1.53%**
Facebook	**10.38%**	**6.60%**	**8.07%**	**7.53%**
Instagram	**3.28%**	**3.91%**	**2.32%**	**2.38%**
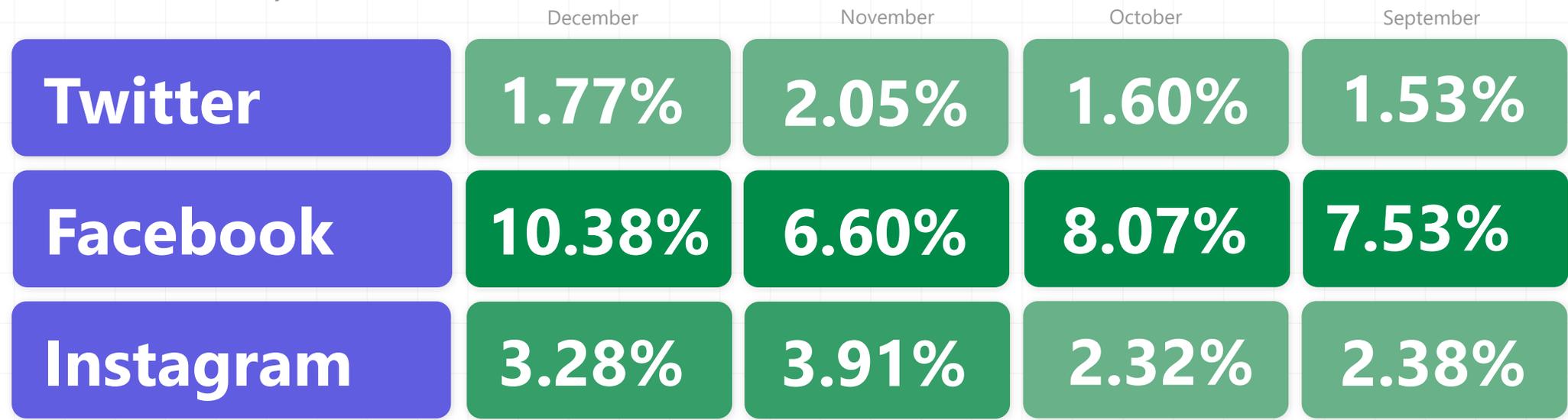
What is an engagement rate and why does it matter?
The engagement rate is the percentage of engagements (likes, comments, and saves) on a post out of the number of people who viewed it. It is a helpful way to measure performance as it tells us how many people - who have viewed our content - have been moved to interact with us online!

Most social media marketing experts agree that a good engagement rate is between 1% to 5% (Hootsuite).

Key: **Good (1%-3%)** **Great (3%-5%)** **Excellent (5% and above)**

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

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

Scottish Local Authorities - Facebook

Social Media ranking – Current

Rank	Followers	Authority
1	71,000	Glasgow City Council
2	62,000	North Lanarkshire
3	56,000	Fife Council
4	53,000	West Lothian
5	49,000	South Lanarkshire
6	39,000	Aberdeenshire
7	38,000	Highland Council
8	34,000	City of Edinburgh
9	33,000	Aberdeen City
10=	30,000	Dumfries and Galloway
10=	30,000	Perth and Kinross
11	28,000	Renfrewshire
12	27,000	Scottish Borders
13	26,000	Stirling
14	25,763	East Ayrshire
15	25,000	West Dunbartonshire
16=	22,000	Angus
16=	22,000	Dundee City
17	21,000	East Dunbartonshire
18	20,000	Midlothian
19	19,000	East Renfrewshire
20	18,000	Moray
21	16,000	East Lothian
22=	14,000	CnES
22=	14,000	Falkirk Council
22=	14,000	Inverclyde
23	13,872	Orkney
24	13,000	North Ayrshire
25=	12,000	Clackmannanshire
25=	12,000	Argyll and Bute
26	11,000	South Ayrshire
27	3,200	Shetland

Scottish Local Authorities - Twitter

Social Media ranking – Current

#	Followers	Council
1	**209,874**	Glasgow City Council
2	**135,195**	City of Edinburgh Council
3	**55,409**	South Lanarkshire
4	**55,192**	Fife Council
5	**50,351**	Aberdeen City Council
6	**47,101**	North Lanarkshire
7	**40,397**	Falkirk Council
8	**37,707**	Aberdeenshire
9	**34,293**	Dundee City
10	**29,949**	Highland Council
11	**29,647**	East Renfrewshire
12	**29,559**	Stirling Council
13	**29,450**	Renfewshire Council
14	**24,790**	North Ayrshire
15	**23,008**	Perth and Kinross
16	**22,419**	East Ayrshire
17	**21,808**	West Lothian
18	**19,930**	East Dunbartonshire
19	**19,467**	South Ayrshire
20	**18,868**	Inverclyde
21	**18,377**	East Lothian
22	**17,847**	Angus
23	**17,841**	Midlothian
24	**17,352**	Argyll and Bute
25	**14,173**	Scottish Borders
26	**13,373**	West Dunbartonshire
27	**12,968**	Clackmannanshire
28	**11,953**	Dumfries & Galloway
29	**11,919**	Moray
30	**11,578**	Comhairle nan Eilean Siar
31	**11,191**	Orkney
32	**8,449**	Shetland

Scottish Local Authorities - Instagram

Social Media ranking – Current

1	8,050	···
	Argyll and Bute	

2	7,969	···
	Glasgow City Council	

3	6,954	···
	City of Edinburgh Council	

4	6,505	···
	Dundee City	

5	5,918	···
	Fife Council	

6	5,034
	Aberdeen City Council

7	4,529
	West Lothian

8	4,270
	Perth and Kinross

9	3,927
	North Lanarkshire

10	3,564
	Highland Council

11	3,281
	North Ayrshire

12	3,003
	Renfrewshire Council

13	2,647
	Aberdeenshire

14	2,557
	West Dunbartonshire

15	2,552
	Comhairle nan Eilean Siar

16	2,477
	East Ayrshire

17	2,430
	Falkirk Council

18	2,289
	Dumfries & Galloway

19	2,141
	East Lothian

20	2,020
	Angus

21	1,819
	South Lanarkshire

22	1,707
	Inverclyde

23	1,492
	Stirling Council

24	1,405
	East Renfrewshire

25	468
	Moray

26	360
	Clackmannanshire

0
East Dunbartonshire

0
Midlothian

0
Scottish Borders

0
Shetland

0
South Ayrshire

0
Orkney

**The Highland Council
Comhairle na Gàidhealtachd**

Social Media Analytics

Facebook
35.5k

Twitter
30.1k

YouTube
0.7k