

# Social Media Analytics

## Q1 (April to June) 2023

The Highland Council uses six social media channels – Facebook, X (Twitter), Instagram, YouTube, LinkedIn, and Flickr.

This report provides an analysis of our social media for Q1 2023.



# Q1 2023 at a glance...

	Facebook	X (Twitter)	Instagram	LinkedIn	YouTube
Total number of users reached	4.9M	n/a	21K	32K <small>(Page)</small>	8.1K
Total number of times our content has been seen	5.5M	1M	21K <small>(Organic only)</small>	76K <small>(Page)</small>	9.5K <small>(Video views)</small>
Total number of followers	40K	30K	3.7K	7.5K	786
Average percentage of engagements on our content	2.44%	1.71%	2.23%	5.34%	n/a

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# April - Corran Ferry

To find out how successful our social media has been in increasing public awareness of our updates on the Corran Ferry, we can look at the appropriate metrics in our analytics. These include our **reach** (how many users saw the updates); **impressions** (the number of times the updates were seen); and our **click-through rate** (CTR).

We posted 5 Facebook updates on the Corran Ferry service in April following the vessel breakdown. The updates reached an average of **50.3K users** and were seen a combined total of **262.3K times** (impressions). A higher number of impressions to reach indicates that people are revisiting our posts time and time again.

We can find out how successful our social media is as a source of traffic to our website by working out the return on the number of link clicks by the number of impressions on posts. This is known as the click-through rate (CTR).

💡 An industry CTR benchmark for Local Government Organisations for organic (not paid for) content is difficult to pinpoint. However, a good aim would be around 1% - 1 person in every 100 views clicking on the link within the post.

Our first update, posted on 8 April, included a link to our news release. Users found this news release a total of **2,580 times** from our Facebook post which gave us a **healthy CTR of 3.78%**. A post on X on 9 April, gained **30.2k impressions** and **1530 link clicks**, giving it an excellent **CTR of 5.03%**. This demonstrates how effective our social media can be in directing users to our news releases on our website.

# May – Coverage of Committees

We use social media to increase the visibility of our news releases by promoting links to the digital copy on our website.

A look at some of our recent council committee meetings highlights that we can reach on average **6.4k users** per post on Facebook alone. This is in addition to posts on our other social media platforms, visitors who find our news on our website, and those who read our news releases through printed/digital articles by media organisations.

Committee	Posts with links to PR	Facebook – Total reach	Facebook – Total reactions	Facebook – Total link clicks
Housing and Property (8 April)	2	16.8k	84	446
Economy & Infrastructure (4 May)	11	59.9k	196	818
The Highland Council (11 May)	2	23.8k	75	302
Climate Change (17 May)	1	12.8k	68	196
Communities and Place (24 May)	3	13.5k	28	410
Gaelic (31 May)	3	8.5k	7	21
Education (1 June)	*1	11.5k	50	80
Total	23	146.8k	508	2273

\*1 post contains 4 links to PRs

# June – Staff Recognition Awards

The Corporate Communications team organised The Highland Council’s Staff Recognition Awards which were well attended at the Kingsmills Hotel in Inverness.

We celebrated our staff in the press and on social media, highlighting the excellent people & talent within the organisation and the services they provide in our communities. At the event, we were also joined by pupils from the Plockton Music School and the BSGI Gaelic choir.



Alice MacLeod, Cleaning Operative, celebrated 45 years of excellent service with The Highland Council.

535 357



Anja Fuglestad, Cook in Charge, won Employee of the Year 2023 for her original and fun food presentation ideas.

197 78



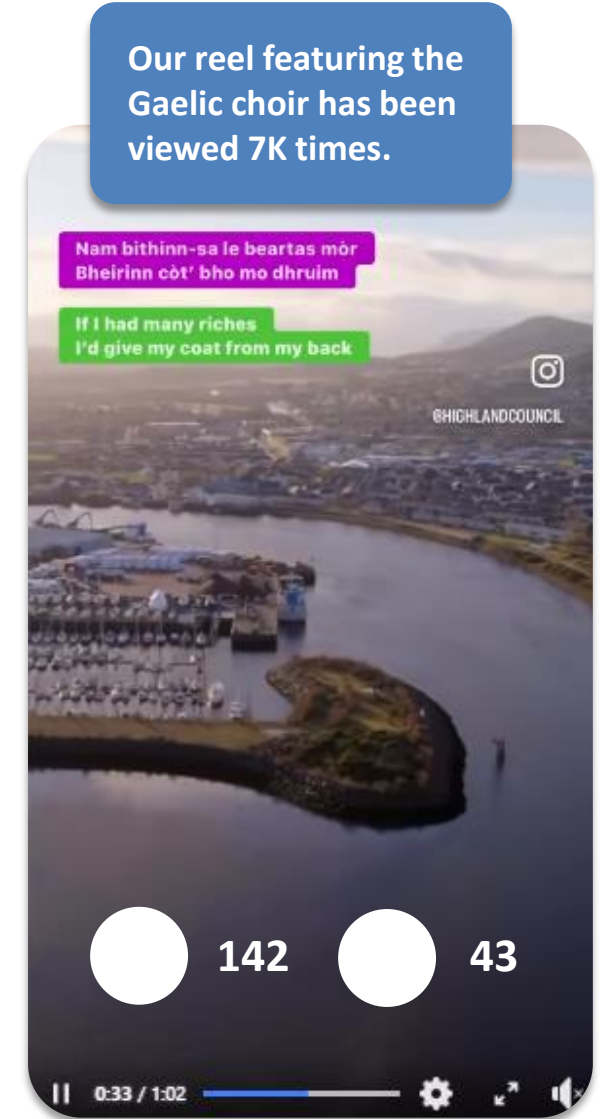
Michael Silva, Graduate Engineer Student, won the award for Apprentice of the Year 2023.

128 21



Ryen Campbell & Nicole Hardie were shortlisted for Employee of the Year following their ASPE win.


67 27




# Social Dashboard - Facebook

Data from Hootsuite Analytics and Meta Business Suite Insights report

**37,484**  
Total Fans  
(excl. page likes/followers)



**657**  
New Fans  
from previous quarter



**1.79%**  
Audience Growth Rate  
over month


The industry average for Government accounts is -2.82%

**4.7M**  
Reach (Organic)




**629**  
Total Posts


**19.8K**  
Total Page Reactions



**75%**  
Likes



**7%**  
Loves



**2.44%**  
Engagement Rate

A good rate is between 1 and 5%

## Top organic post

**1** Advice for driving on single track roads in Highland **125.5K**  
30 June

Reach

## Top paid post


**1** Job ad (boosted post) – Rapid Roads Repair Team **62.9K**  
30 June

Reach


# Social Dashboard – X (Twitter)

Data from Hootsuite Analytics

**30,471**  
Total Followers



**146**  
New Followers  
from previous quarter



**0.49%**  
Audience Growth Rate

The industry average for Government accounts is 3.00%

**1M**  
Impressions



**583**  
Total Posts

**23K**  
Engagements



**2.8K**  
Likes

**750**  
Retweets

**1.71%**  
Engagement Rate

A good rate is between 1 and 5%

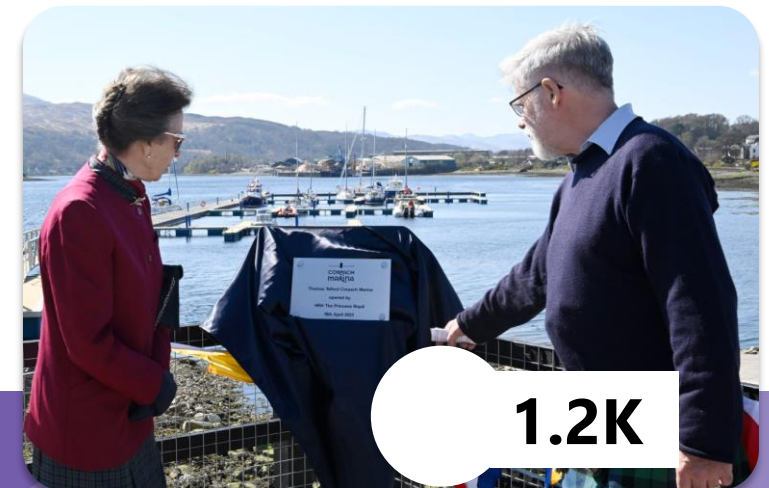
## Top post

**1**

HRH The Princess Royal, officially opened the Thomas Telford Corpach Marina, #FortWilliam on Tuesday 18 April 2023 and toured the new state-of-the-art marina facilities.  
<http://ow.ly/ZINc50NMJka>. @CrownEstateScot @scotgov @sailscotland @WCWScotland @ThinkUHI

**127.1K**  
30 June

Impressions




**1.2K**

# Social Dashboard - Instagram

Data from Hootsuite Analytics and Meta Business Suite Insights report

**3741**  
Total Followers



**67**  
New Followers  
from previous quarter



**1.8%**  
Audience Growth Rate


The industry average for Government accounts is 8.46%

**21K**  
Total Reach



**29**  
Total Posts

**449**  
Engagements



**425**  
Likes

**2.9K**  
Reel plays

**2.23%**  
Engagement Rate

A good rate is between 1 and 5%

## Top organic post

**1** An S5 pupil from #Tain Royal Academy was awarded the coveted title of Highland Young Musician of the Year 2023!

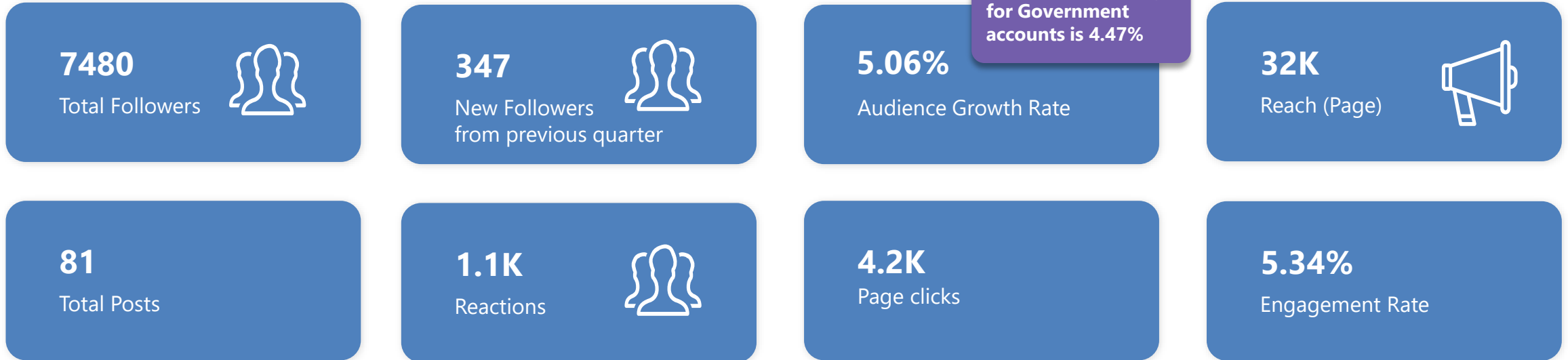
Likes **35**  
24 April





# Social Dashboard - LinkedIn

Data from Hootsuite Analytics and LinkedIn Analytics report





## Top organic post



# Social Dashboard - YouTube

Data from YouTube Analytics reports


**786**  
Total Subscribers 

**+19**  
New Subscribers  
from previous quarter 

**2.4%**  
Audience Growth Rate

**76.0K**  
Impressions 

**24**  
Videos added

**9.5K**  
Video views 

**8.1K**  
Unique Viewers

**2 min 29 sec**  
Avg. View Duration

## Video spotlight

Live broadcast of the Scotsman Highlands and Islands Green Energy Conference 2023 on 20 June 2023.

**261**  
Total views

**160 hours**  
Total Watch Time

Viewers watched the stream on average for **32 minutes**





**Thank you Mòran taining**



**@HighlandCouncil**

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**[www.flickr.com/photos/highlandcouncil](http://www.flickr.com/photos/highlandcouncil)**

**[www.instagram.com/highlandcouncil](http://www.instagram.com/highlandcouncil)**

**[www.youtube.com/TheHighlandCouncil](http://www.youtube.com/TheHighlandCouncil)**

**[www.linkedin.com/company/highlandcouncil](http://www.linkedin.com/company/highlandcouncil)**