

Social Media Analytics

Q2 (July to Sep) 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 Q2 2023.



Q2 2023 at a glance...

	Facebook	X (Twitter)	Instagram	LinkedIn	YouTube
Total number of users reached	5M	n/a	22K	33K <small>(Page)</small>	13.2K
Total number of times our content has been seen	5.5M	675K	20K <small>(Organic only)</small>	74K <small>(Page)</small>	15.8K <small>(Video views)</small>
Total number of followers	41K	31K	3.8K	7.9K	823
Average percentage of engagements on our content	2.98%	1.80%	2.27%	5.01%	n/a

July - #PowerOfTheBike

We support national campaigns on social media to help Partners reach our local communities.

In July, the Council was a local host for the 2023 UCI Cycling World Championships with the Mountain Bike Downhill World Championships taking place in Fort William. Our social media messaging on the run up to the event taking place in August were focused on promoting the event itself but also bringing awareness to the traffic management measures in place to help with potential disruption. We used national hashtags to help increase our reach and to directly support the campaign.

The table on the right demonstrates the level of awareness and engagement that our Facebook can generate over a short period of time.

Almost daily posts were issued over a week to promote the competition. Each post reached thousands of people and content which included links to more information and news releases generated a lot of engagement including reactions, comments, shares and link clicks.

490 total reactions
on Facebook!



Date	Format	Reach	Reactions	Engagement Rate
18 July	Photo	75.3K	217	4.9%
19 July	Photo	3.7K	0	1.6%
20 July	Photo	7.9K	15	1.2%
21 July	Photo	5.0K	7	1.0%
21 July	Photo	4.3K	9	0.8%
22 July	Photo	46.2K	81	2.5%
24 July	Video	2.8K	9	2.0%
25 July	Video	2.7K	1	0.7%
26 July	Photo	7.4K	19	1.8%
28 July	Photo	3.9K	4	0.7%
29 July	Video	2.9K	9	1.9%
30 July	Photo	4.5K	6	0.8%
31 July	Photo	37.2K	113	8.4%

August – Flood Prevention Scheme

On 31 August 2023, we marked the official opening of Caol and Lochside Flood Prevention Scheme in Fort William, Lochaber.

The Highland Council's Economy and Infrastructure Chair, Councillor Ken Gowans, opened the Flood Prevention Scheme with pupils from local Primary Schools and Lochaber High School, alongside community representatives, stakeholders and invited guests.

The coverage of the official opening on social media performed well across our platforms!

129 reactions on Facebook!



Good engagement on X at 5.04%



600 views on YouTube for the event coverage



19 likes in total for posts on Instagram



September - By-election coverage

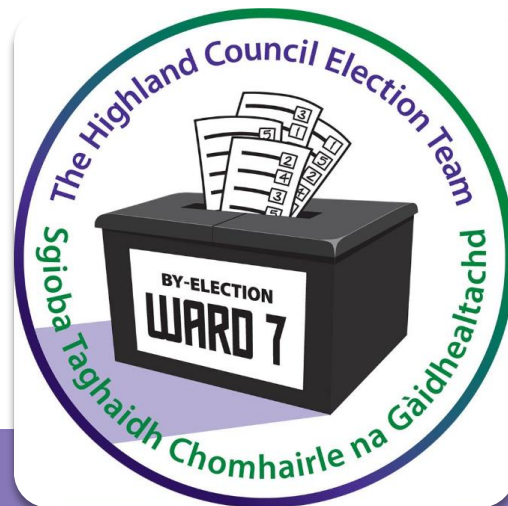
The Notice of Election was published for the Tain and Easter Ross Ward 7 By-Election on 10 August 2023. A social media campaign ran from this date through to the publication of results on 29 September 2023.

On the run up to polling day, several messages were placed on social media with regular prompts and reminders to the public on deadlines for nominations and instructions on returning postal ballots. Over this time, the messages on Facebook **reached a total of 31.4K users**.

The corporate communications team on polling day issued several social media posts to help inform the public on the times polling stations were open, where and how to vote, and providing links to live coverage for the next day. Over the course of the day, these messages **reached a total of 21.3K users** on Facebook.

Facebook live coverage of the count and the by-election results gained great awareness and **reached 68.7K users**.


In total, across the campaign we reached a total of 121.4K users on Facebook.




Social Dashboard - Facebook

Data from Hootsuite Analytics and Meta Business Suite Insights report

38,372
Total Fans
(excl. page likes/followers)




888
New Fans
from previous quarter



2.32%
Audience Growth Rate
over month


The industry average for Government accounts is -5.76%

4.8M
Reach (Organic)




665
Total Posts


21K
Total Page Reactions



83%
Likes



7%
Loves



2.98%
Engagement Rate

A good rate is between 1 and 5%

Top organic post

Reach

1 Corran Ferry repairs update – dry dock progressing at pace **44.5K**
5 Sep

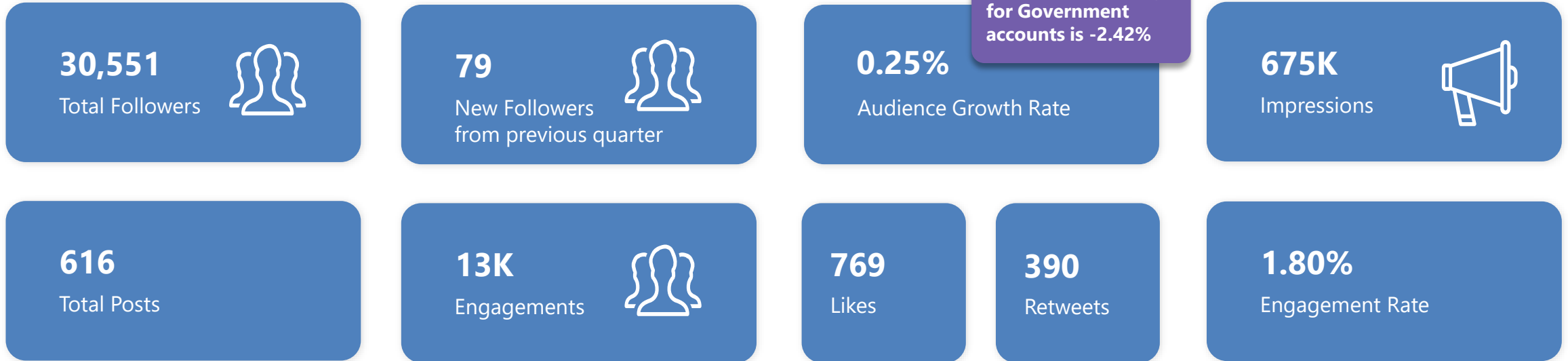
Top paid post

Reach

1 Summer Special! All flights £49.99 between Wick & Aberdeen **41.5K**
20 July

Social Dashboard – X (Twitter)

Data from Hootsuite Analytics



Top post


1 Corran Ferry service update. Unfortunately, the steering fault, repaired on the MV Maid of Glencoul yesterday, has failed this morning and is now out of service again. <https://ow.ly/yPaV50PzguC>. @CorranFerry @NWTrunkRoads @trafficscotland

Impressions **16.6K**
15 Aug

Social Dashboard - Instagram

Data from Hootsuite Analytics and Meta Business Suite Insights report

3848
Total Followers



107
New Followers
from previous quarter



2.89%
Audience Growth Rate


The industry average for Government accounts is 11.51%

22K
Total Reach



27
Total Posts

513
Engagements



473
Likes

5.1K
Reel plays

2.27%
Engagement Rate

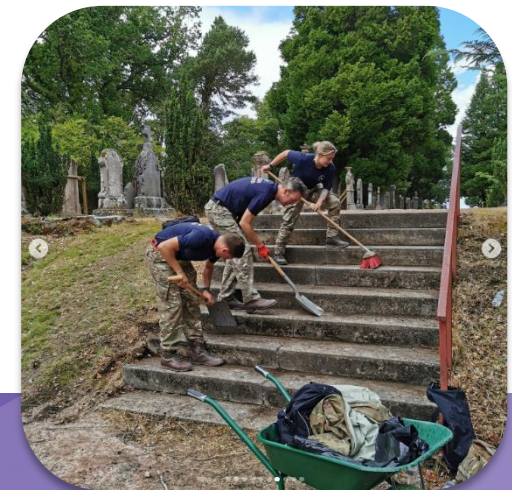
A good rate is between 1 and 5%

Top organic post

1

19th Regiment Royal Artillery (The Scottish Gunners) will exercise their Freedom of the city of #Inverness at 11:30am on Saturday 8 July 2023

Likes **48**
7 July



Social Dashboard - LinkedIn

Data from Hootsuite Analytics and LinkedIn Analytics report

7862
Total Followers



86
New Followers
from previous quarter



5.06%
Audience Growth Rate

The industry average for Government accounts is 4.47%

33K
Reach (Page)



86
Total Posts

1K
Reactions



4K
Page clicks

5.01%
Engagement Rate

A good rate is between 1 and 5%

Top organic post

1

Derek Brown takes up the post of The Highland Council's Chief Executive from today, 4th September.

Reactions **202**
4 Sep



Social Dashboard - YouTube

Data from YouTube Analytics reports

823

Total Subscribers



+37

New Subscribers
from previous quarter



4.5%

Audience Growth Rate

78.5K

Impressions



29

Videos added

15.8K

Video views



13.2K

Unique Viewers

2 min 13 sec

Avg. View Duration

Video spotlight

Live broadcast of the count for the #Tain and #EasterRoss by-election from Tain Royal Academy from 10am on Friday 29 September 2023.

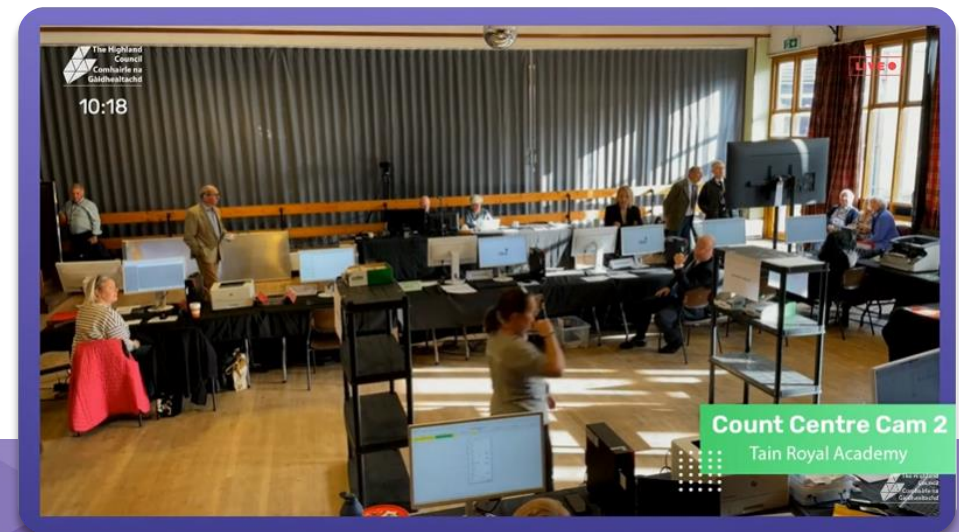
880

Total views

117 hours

Total Watch Time

Our website was the biggest traffic source for this live stream.





Thank you Mòran taining



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www.youtube.com/TheHighlandCouncil

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