

Social Media Analytics

Q3 (Oct to Dec) 2023/24

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 Q3 2023/24.



Q3 2023 at a glance...

	Facebook	X (Twitter)	Instagram	LinkedIn	YouTube
Total number of users reached	6M	n/a	20K	52K <small>(Page)</small>	13.6K
Total number of times our content has been seen	6.5M	1.4M	18K <small>(Organic only)</small>	112K <small>(Page)</small>	17.8K <small>(Video views)</small>
Total number of followers	43K	31K	4K	8.2K	964
Average percentage of engagements on our content	3.02%	1.85%	2.43%	5.58%	n/a

Have your say – Budget 2024/25

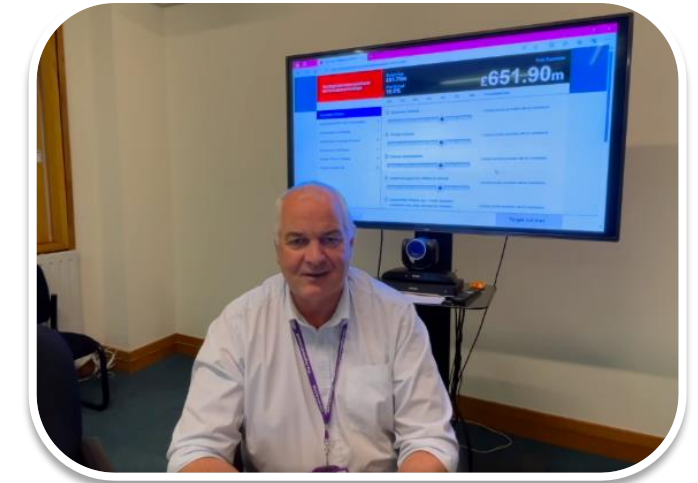
The Corporate Communications Office created a social media campaign to make people aware of the first phase of the Council’s budget engagement which asked people to complete a survey and budget simulator.

The campaign included a series of posts, images and videos to highlight the key message for individuals to – ‘**have your say on what is most important to you.**’

Our content successfully reached **on average 6.1k users per post** and has been seen **a total of 67k times.**

The Leader of The Highland Council invited people to try the budget simulator in short video on our social media channels. On Facebook, this video gained the highest return on engagements (likes, shares, comments, link clicks, etc) per the number of times the post had been seen.

Across our platforms, the video gained **a total of 6.1k views.**



#StormBabet

The Highland area recently experienced widespread disruption caused by extreme weather.

The Highland Council's Communications Office issued relevant news releases and social media on named storms approach and kept people updated online with disruption across the region.

For Storm Babet, our content was seen a total of **414.8K times** on Facebook and links to further information (guidance, partner messages, news releases) were clicked **nearly 2K times**.

How many users did we reach?



Our posts including weather warnings & updates reached on average **6.5K users**.



Posts informing the public of road closures and updates reached on average **7.1K users**.




Posts signing posting to guidance to help prepare ahead for the weather reached on average **7.7K users**.

Social Dashboard - Facebook

Data from Hootsuite Analytics and Meta Business Suite Insights report

40,120
Total Fans
(excl. page likes/followers)



1.7K
New Fans
from previous quarter



4.52%
Audience Growth Rate
over month


The industry average for Government accounts is -1.9%

5.9M
Reach (Organic)




812
Total Posts


22K
Total Page Reactions



81%
Likes



6%
Loves



3.02%
Engagement Rate

The industry average for Government accounts is 1.51%

A good rate is between 1 and 5%

Top organic post

1 **Work to start on Inverness-Beauly walking & cycling link** **122.6K**
4 Oct

Reach

1K reactions

Top paid post

1 **Job ad – Waste Management Assistant in Dingwall** **43.5K**
26 Oct

Reach

1.4K link clicks to job ad

Social Dashboard – X (Twitter)

Data from Hootsuite Analytics

31,014
Total Followers



464
New Followers
from previous quarter



1.52%
Audience Growth Rate

The industry average for Government accounts is -2.92%

1.4M
Impressions



671
Total Posts

18K
Engagements



836
Likes

618
Retweets

1.85%
Engagement Rate

The industry average for Government accounts is 1.31%

A good rate is between 1 and 5%

Top post

1

Corran Ferry Repairs Update – Tuesday 24 October. The Highland Council regrets to inform the public that MV Corran cannot resume to service as anticipated this week. <https://ow.ly/ZeP850Q06mZ>. @TrafficScotland @NWTrunkRoads @CorranFerry

69.2K
24 Oct


Impressions



Social Dashboard - Instagram

Data from Hootsuite Analytics and Meta Business Suite Insights report

3990
Total Followers



142
New Followers
from previous quarter



3.69%
Audience Growth Rate


The industry average for Government accounts is -1.58%

20K
Total Reach



25
Total Posts

484
Engagements



463
Likes

3.6K
Reel plays

2.43%
Engagement Rate

The industry average for Government accounts is 1.92%

A good rate is between 1 and 5%

Top organic post

1 Take a peek inside the newly refurbished Grantown Primary School!


58
Likes
13 Dec




Social Dashboard - LinkedIn

Data from Hootsuite Analytics and LinkedIn Analytics report

8185
Total Followers



323
New Followers
from previous quarter



4.04%
Audience Growth Rate


The industry average for Government accounts is -3.81%

52K
Reach (Page)



136
Total Posts

1.6K
Reactions



6.8K
Page clicks

5.58%
Engagement Rate

The industry average for Government accounts is 2.14%

A good rate is between 1 and 5%

Top organic post

1

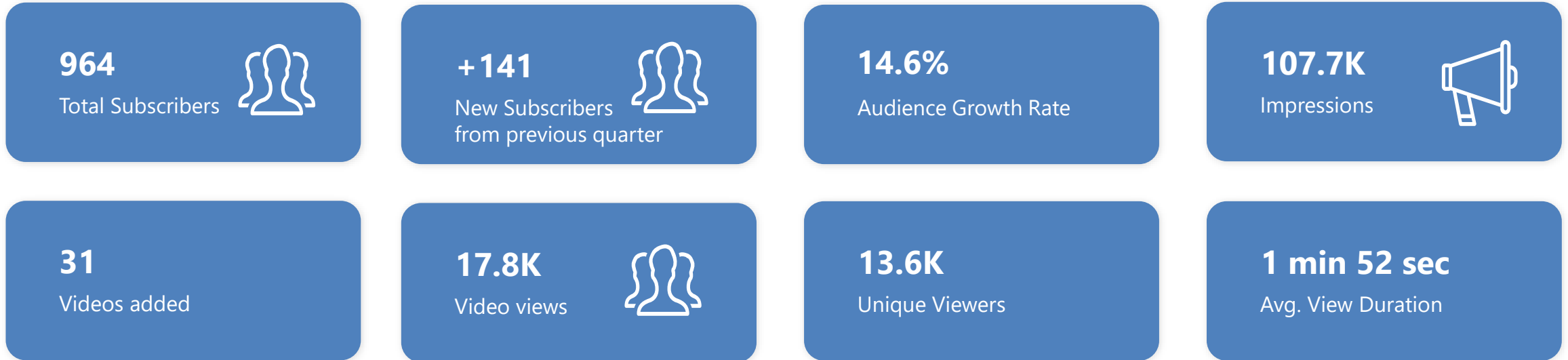
A planning application has been submitted for the erection of a replacement secondary school, car parking, sports pitches and demolition of the existing #Nairn Academy.

Reactions **129**
14 Dec



Social Dashboard - YouTube

Data from YouTube Analytics reports



Video spotlight

A series of Christmas related videos were posted on the Council's channel to spread festive cheer from our schools and Elected Members.

990
Total views

5
Videos in the series

The most watched video in the series was the school Gaelic choir!





Thank you Mòran taining



@HighlandCouncil

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www.flickr.com/photos/highlandcouncil

www.instagram.com/highlandcouncil

www.youtube.com/TheHighlandCouncil

www.linkedin.com/company/highlandcouncil