

Social Media Analytics

Q3 (October to December) 2024/25






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 2024/25.



Q3 2024/25 overview

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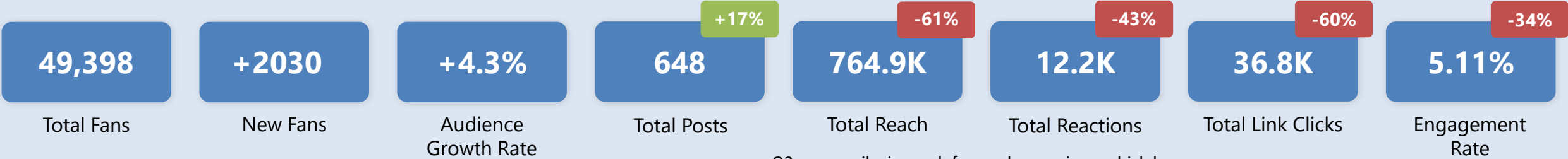
					
Total number of users reached	765K	n/a	13.2K	n/a	7.1K
Total number of times our content has been seen	6.9M	267.3K	26.1K	98.5K	10.7K <small>(Views)</small>
Total number of followers	49.4K	30.9K	4.4K	10.3K	1.2K
Average return on engagement for our content	5.11%	1.00%	1.63%	6.44%	n/a

A good rate is between 1 and 5%

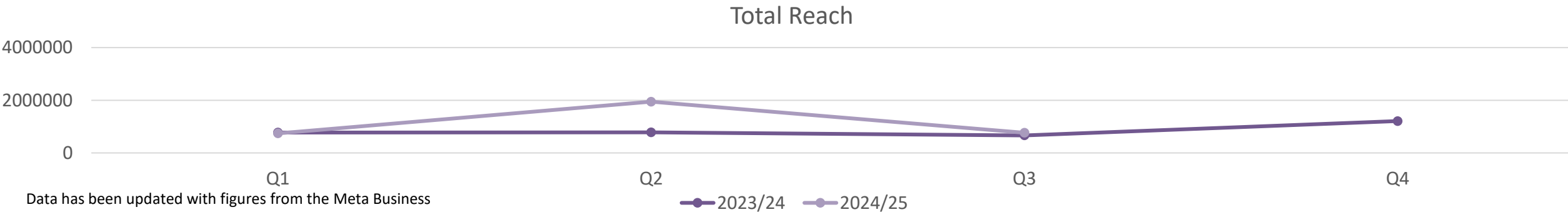
Social Dashboard - Facebook



Please note: Due to recent updates from Meta, Buffer is no longer able to ingest some data for our Facebook page. Therefore, we will be sourcing reach information from the Meta Business Suite going forward.



Q2 saw a spike in reach from ad campaigns, which has contributed to the steep drop in reach now for Q3



Top three posts by Impressions	
Glenelg Road #C1223 closed to all vehicles	406,709
#A833 Drumnadrochit to Beaulay is closed	115,197
Reminder to road users to drive according to road conditions..	98,620

(p) – Promoted post

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Glenelg Road #C1223 closed to all vehicles, operatives are onsite working to clear the route. [...]

406,709 Impressions / 406,709 Reach

Social Dashboard – X/Twitter

30,911

Total Followers

-457

New Followers

-1.46%

Audience Growth Rate

+19%

468

Total Posts

-39%

267.3K

Total Impressions

-37%

425

Total Likes

-30%

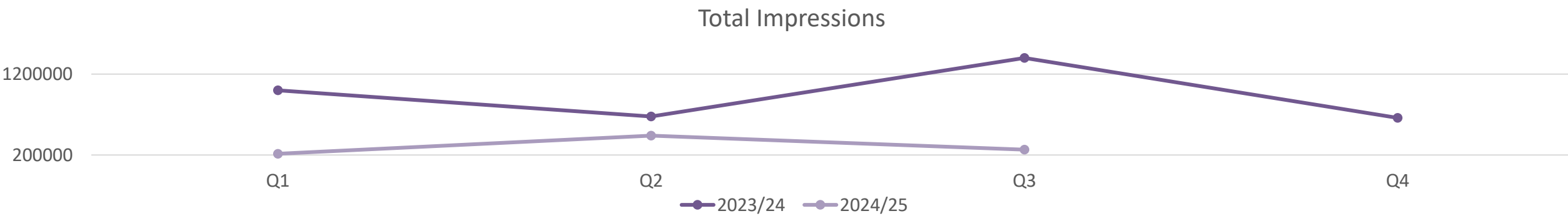
175

Total Retweets

-16%

1.00%

Engagement Rate



Top three posts by Impressions	
Drivers should take care – debris on roads (Storm Ashley)	8,690
Bealach na ba road to Applecross closed overnight from snow	6,782
Corran Ferry annual refit supported by the Maid of Glencoul	5,622

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Drivers should take extreme care this morning- windblown debris is affecting many roads and sea blown debris affecting coastal roads particularly in the west. Roads operatives are working to clear roads this morning. @trafficscotland @PSOSHighland #StormAshley

8,690 Impressions / 8 Likes

Social Dashboard - Instagram



Please note: Due to recent updates from Meta, Buffer is no longer able to ingest some data for our Instagram page. Therefore, we will be sourcing reach information from the Meta Business Suite going forward.

4,399

Total Fans

+231

New Fans

+5.5%

Audience Growth Rate

17

Total Posts

13.2K

Total Reach

278

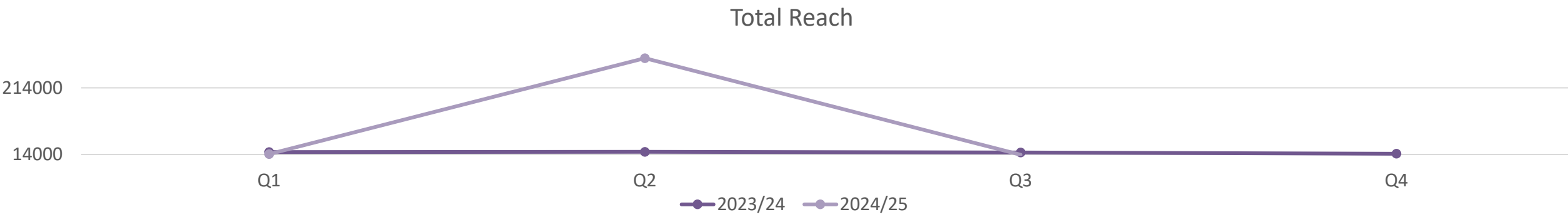
Total Likes

4

Total Comments

1.63%

Engagement Rate



Top three posts by Likes	
Thank you to our roads teams who have been working hard..	141
Santa and pupils with electric cargo bike along Riverside Way	26
Portree High pupils win National Gàidhlig Debate Competition	25

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Thank you to our roads teams who have been working hard in tricky conditions to clear routes across #Highland during the weekend #StormBert 🙌

9,320 Impressions / 141 Likes

10,273

Total Fans

+468

New Fans

+4.8%

Audience Growth Rate

+40%

106

Total Posts

+1%

98.5K

Impressions

+34%

1,304

Total Likes

-25%

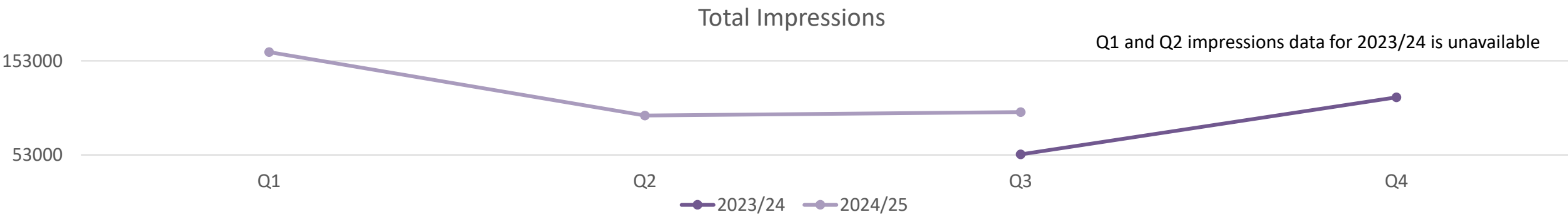
5.3K

Total Clicks

-21%

6.44%

Engagement Rate



Top three posts by Likes	
Staff member ‘Rising Star’ win - Transport and Energy Awards	78
Thank you to roads teams working to make roads safer	75
Confirmation to use City Region Deal funding for electric ferry	60

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Rachael Anderson has been named the Rising Star in the clean transport and energy industry at this year’s awards ceremony.

2,654 Impressions / 78 Likes

Social Dashboard - YouTube



1,233

Total
Subscribers

+142

New
Subscribers

+13.0%

Audience
Growth Rate

28

Videos Added

-15%

7.1K

Unique Viewers

-57%

10.7K

Views

-62%

83.3K

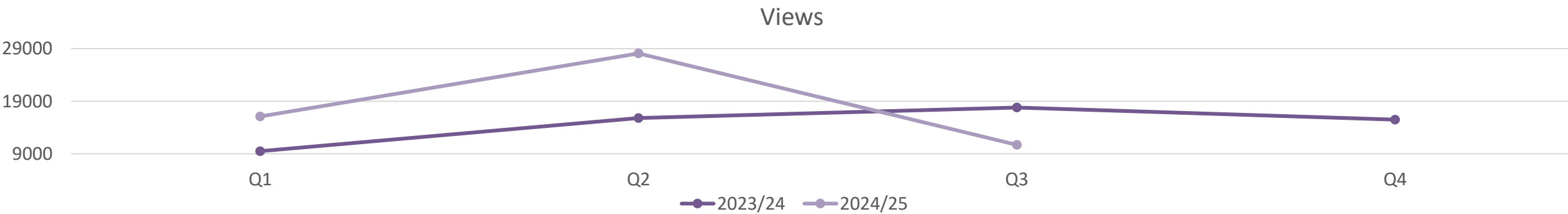
Impressions

-63%

3m 04s


Average View
Duration

-54%



Top three posts by Video Views	
Discover the Hidden Beauty of Corran Ferry: Timelapse	443
Reconfiguring our asset base – Delivery Plan	234
Pupils from Bishop Eden’s Primary School perform xmas carols	213

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Timelapse video captures the traffic volumes at peak periods of the Corran Ferry.

443 views / 12.8K views since published



Thank you Mòran taining



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www.instagram.com/highlandcouncil

www.youtube.com/TheHighlandCouncil

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