

Social Media Analytics

Q4 (January to March) 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 Q4 2024/25.



Q4 2024/25 overview

2

					
Total number of users reached	818K	n/a	34.7K	59.3K	9.3K
Total number of times our content has been seen	5.4M	137.8K	51.2K	122.8K	14.2K (Views)
Total number of followers	50.7K	30.6K	4.5K	10.5K	1.3K
Average return on engagement for our content	7.83%	1.20%	2.94%	8.79%	5.2%

A good rate is between 1 and 3%

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.

50,659

Total Fans

+1,261

New Fans

+2.5%

Audience Growth Rate

602

Total Posts

613.4K

Total Reach

18.6K

Total Reactions

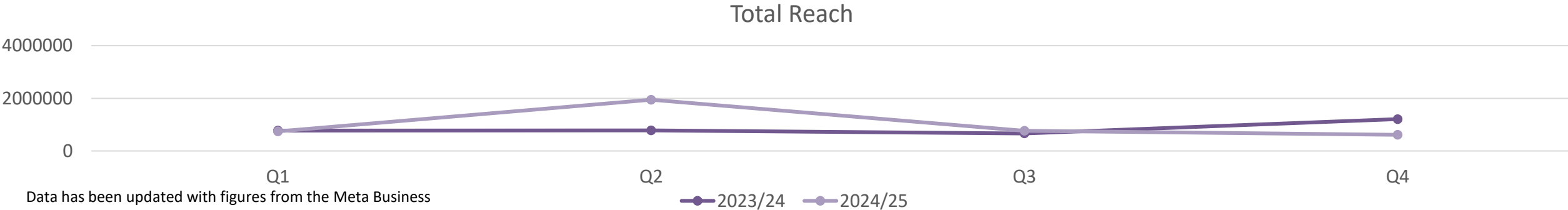
62.4K

Total Link Clicks

6.84%

Engagement Rate

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	
A836 Tongue to John O’Groats road closure	101,835
Grazing Let Field 2025/26	72,777 (p)
C1225 Road Closure Quiraing, Isle of Skye	70,498

(p) – Promoted post

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

101,835 Impressions / 97,430 Reach

Social Dashboard – X/Twitter

30,785

Total Followers

-126

New Followers

-0.41%

Audience Growth Rate

-25%

352

Total Posts

-25%

199.4K

Total Impressions

-40%

253

Total Likes

-23%

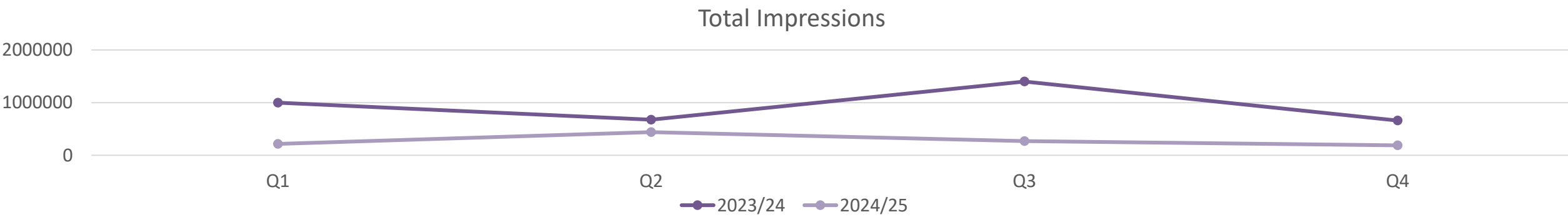
134

Total Retweets

+30%

1.30%

Engagement Rate



Top three posts by Impressions	
A832 Moy Bridge – Road Closed	9,443
A832 Road Open Aultbea following trees blocking road	7,365
Black Ice across Highland roads	5,692

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#A832 Moy Bridge closed due to rising water levels. @PSOSHighland @trafficscotland @NHSHighland @Scotambservice @fire_scot <https://t.co/VbbkLWNz1Q>

9,443 Impressions / 1 Like

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.

4,507

Total Fans

+108

New Fans

+2.5%

Audience Growth Rate

23

Total Posts

+35%

21.0K

Total Reach

+29%

510

Total Likes

+83%

8

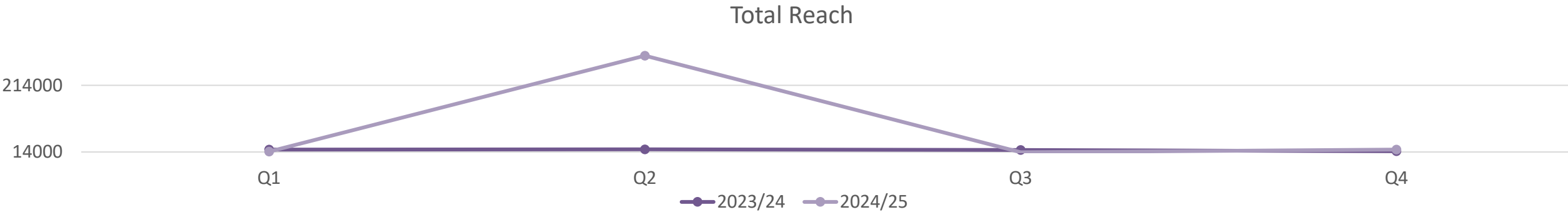
Total Comments

+100%

2.94%

Engagement Rate

+80%



Top three posts by Likes	
Ken Gowans thanks roads teams for working hard	109
Latest Nessie sighting – Whin Park progress update March 25	70
Access Rangers Winter repair work	52

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Vice Convener of the Council, Cllr Ken Gowans, has paid tribute to our roads crews who have been working hard trying to keep Highland’s roads open!

1,840 Impressions / 109 Likes

10,520

Total Fans

+247

New Fans

+2.4%

Audience Growth Rate

+20%

127

Total Posts

+25%

122.8K

Impressions

+49%

1,948

Total Likes

+38%

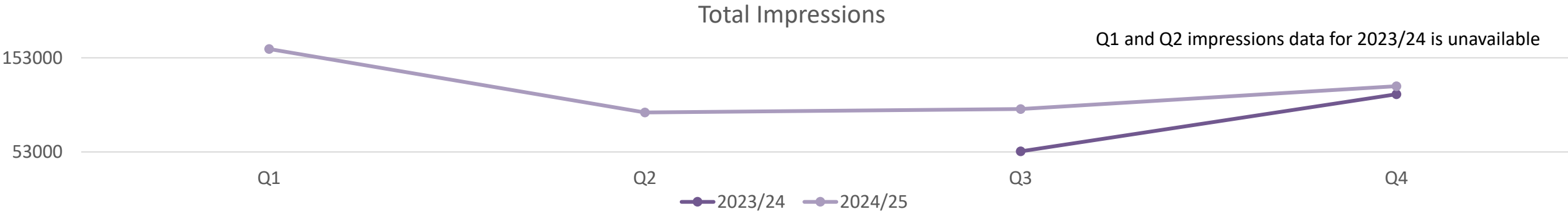
7.3K

Total Clicks

+36%

8.79%

Engagement Rate



Top three posts by Likes	
Official opening event of Inverness Royal Academy Bike Trail	82
Acquisition of D&E Coaches	79
Inverness Castle Experience key milestones	68

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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.

4,283 Impressions / 82 Likes

Social Dashboard - YouTube



1,283

Total Subscribers

+50

New Subscribers

+2.4%

Audience Growth Rate

28

Videos Added

+32%

9.3K

Unique Viewers

+34%

14.3K

Views

+35%

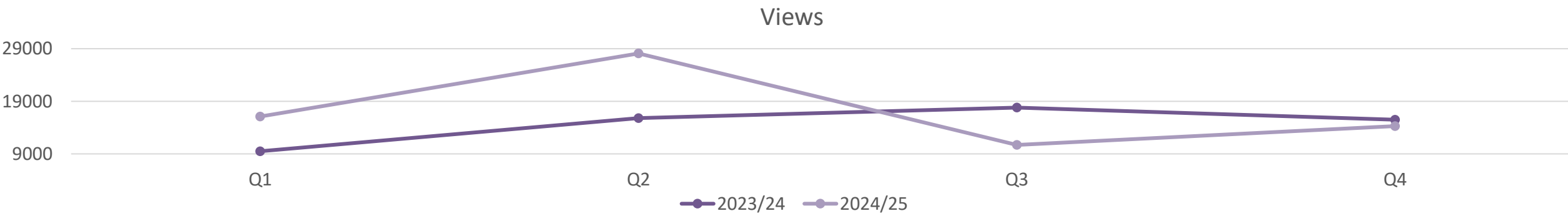
112.8K

Impressions

+3%

3m 04s

Average View Duration



Top three posts by Video Views	
The Highland Council Budget 2025/26 Live	1,161
Whin Park Upgrade Progress Update – February 2025	975
Safe Places to Cross	808

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Live meeting of The Highland Council Budget 2025/26

1,161 views



Thank you Mòran taining



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www.instagram.com/highlandcouncil

www.youtube.com/TheHighlandCouncil

www.linkedin.com/company/highlandcouncil