

Social Media Analytics

Q1 (April to June) 2025/26






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 2025/26.



Q1 2025/26 overview

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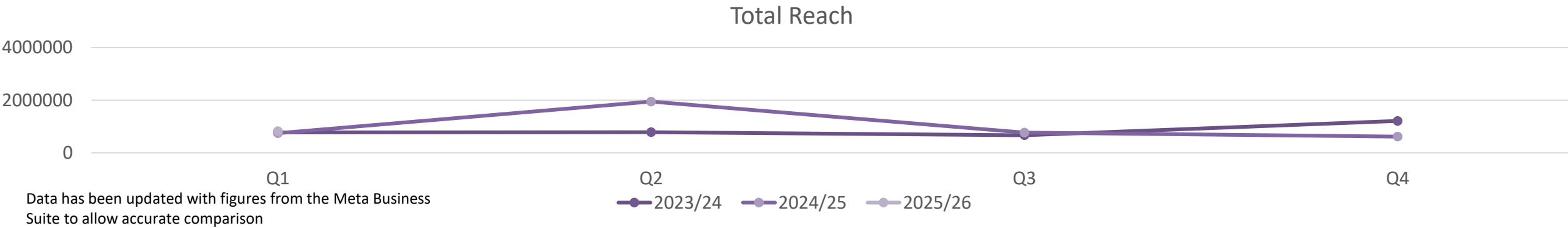
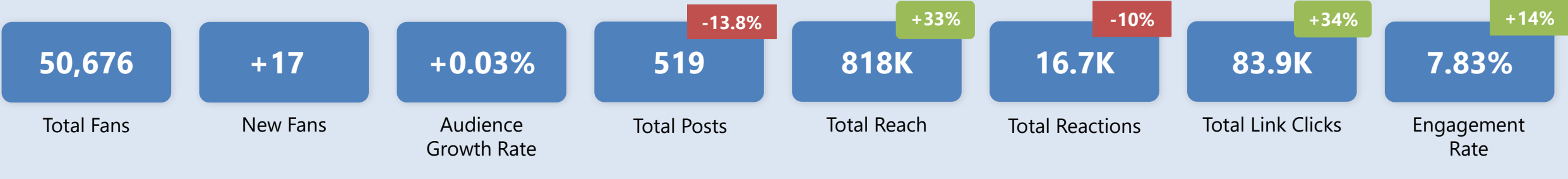
					
Total number of users reached	613.4K	n/a	20.1K	95.9K	9.3K
Total number of times our content has been seen	7.6M	199.4K	31.1K	192.2K	14.6K <small>(Views)</small>
Total number of followers	50.7K	30.8K	4.7K	11.7K	1.3K
Average return on engagement for our content	6.84%	1.30%	1.55%	8.20%	5.80%

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.



Top three posts by Impressions	
Highland Trusted Trader	110,140 (p)
Season Access Rangers recruitment	104,761 (p)
Work Life Highland Business benefits of flexible working	90,122 (p)

(p) – Promoted post

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Want to have your own trusted trader profile, use the Highland Trusted Trader Scheme logos and vehicle stickers, and more?. [...]

110,140 Impressions / 40,909 Reach

Social Dashboard – X/Twitter

30,593

Total Followers

-192

New Followers

-0.62%

Audience Growth Rate

302

-14%

Total Posts

137.8K

-31%

Total Impressions

236

-7%

Total Likes

88

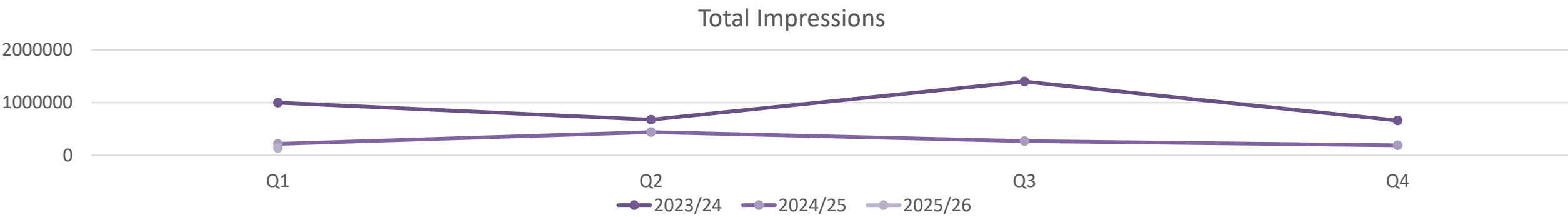
-34%

Total Retweets

1.20%

-8%

Engagement Rate



Top three posts by Impressions	
Christine Gilles Ward 10 By-Election win	3,016
Highland Council dedicated road marking team	2,124
Richard Cross Ward 6 By-Election win	1,936

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Christine Gillies – Independent has won the #Ward10 Eilean a’ Cheò #byelection Read more here - <https://buff.ly/g4J1AEd>

3,016 Impressions / 17 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.

4,713

Total Fans

+206

New Fans

+4.6%

Audience Growth Rate

48

Total Posts

40K

Total Reach

710

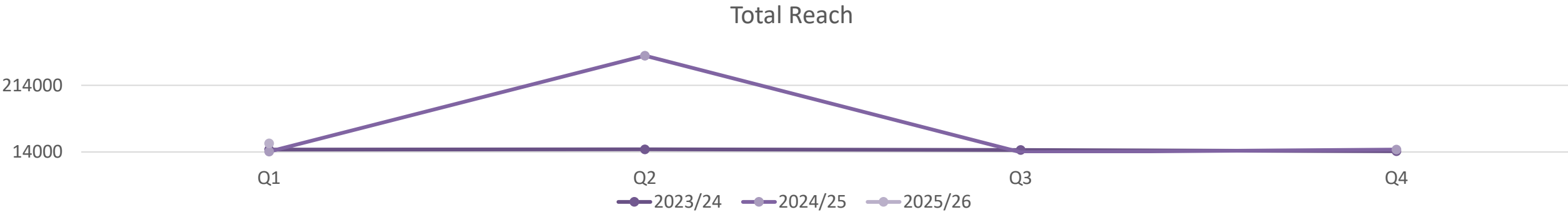
Total Likes

26

Total Comments

1.55%

Engagement Rate



Top three posts by Likes	
Whin Park Opening – 4 April 2025	87
Say Hello to Nessie – after dark – Whin Park	51
Caledonia Way, Inverness cycling improvements	37

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Exciting News After three months of awesome upgrades, Whin Park play area is BACK and better than ever! 🌞 Reopening tomorrow

2,019 Impressions / 87 Likes

11,657

Total Fans

+1,137

New Fans

+10.9%

Audience Growth Rate

+2%

130

Total Posts

+57%

192.2K

Impressions

+49%

3,452

Total Likes

+53%

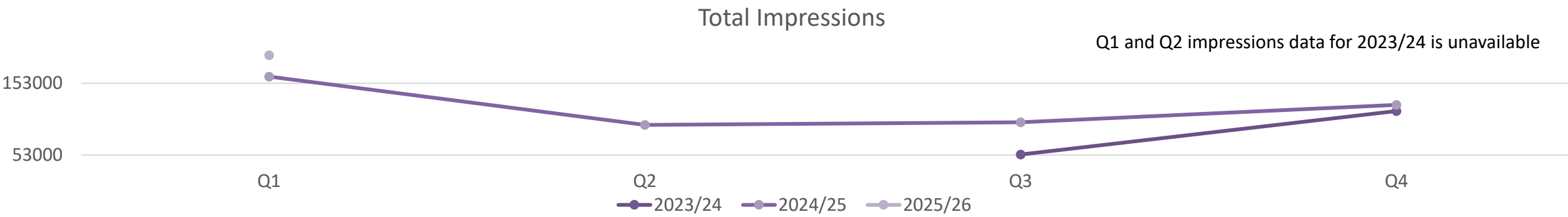
11.2K

Total Clicks

-7%

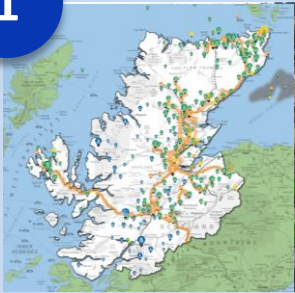
8.20%

Engagement Rate



Top three posts by Likes	
Launch of Renewable Energy Mapping Tool	742
Inverness named best city for outdoor enthusiasts	130
EV charging infrastructure contract awarded to EasyGo	130

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The Highland Council has today published its Renewable Energy Mapping Tool.

37,590 Impressions / 742 Likes

Social Dashboard - YouTube



1,303

Total
Subscribers

+30

New
Subscribers

+1.6%

Audience
Growth Rate

30

Videos Added

+12%

10.4K

Unique Viewers

+2%

14.6K

Views

+4%

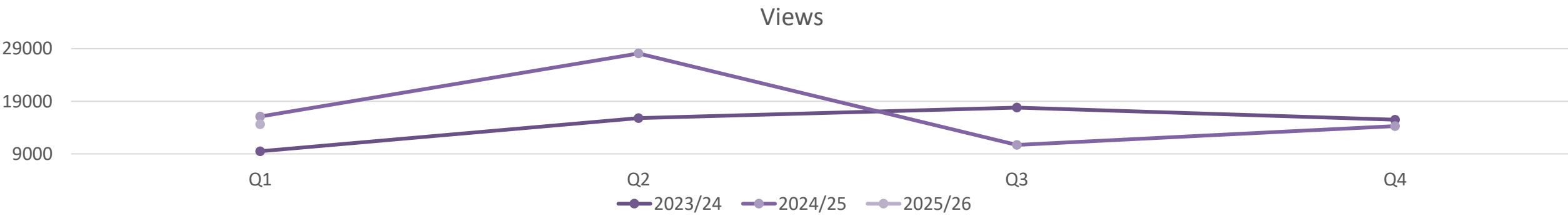
117.1K

Impressions

+67%

4m 34s

Average View
Duration



Top three posts by Video Views	
Whin Park Re-opening – 4 April 2025	3,125
Ward 6 and Ward 10 By-Election Live Coverage	1,258
NHS Inform – Flu vaccine for primary and secondary schools	723

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Whin Park Upgrade –
March 2025 – re-opens
Friday 4 April

3,125 views



Thank you Mòran taining



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www.instagram.com/highlandcouncil

www.youtube.com/TheHighlandCouncil

www.linkedin.com/company/highlandcouncil