

Social Media Analytics

Q2 (July to September) 2025/26

The Highland Council uses six social media channels – Facebook, X (Twitter), Instagram, YouTube, LinkedIn, and Bluesky.

This report provides an analysis of our social media for Q2 2025/26.



Q2 2025/26 overview

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Total number of users reached	634.3K	n/a	37.1K	72.2K	6.7K (Unique viewers)
Total number of times our content has been seen	6.1M	219.8K	78.6K	165.3K	9.5K (Views)
Total number of followers	52.7K	30.5K	4.8K	12.5K	1.3K
Average return on engagement for our content	6.54%	1.10%	1.21%	7.35%	2.50%

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.

52,660

Total Fans

+1,984

New Fans

+3.9%

Audience Growth Rate

-11.4%

460

Total Posts

-21.4%

643K

Total Reach

-7.2%

15.5K

Total Reactions

30.9%

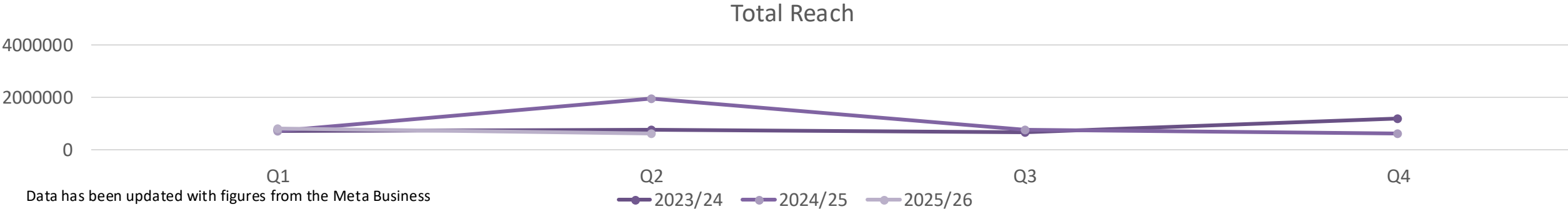
58K

Total Link Clicks

-15.2%

6.64%

Engagement Rate



Top three posts by Impressions	
Wild Fire Road Closures	94,023
Highland Trusted Trader	93,186 (p)
New facilities at Old Man of Storr	91,367

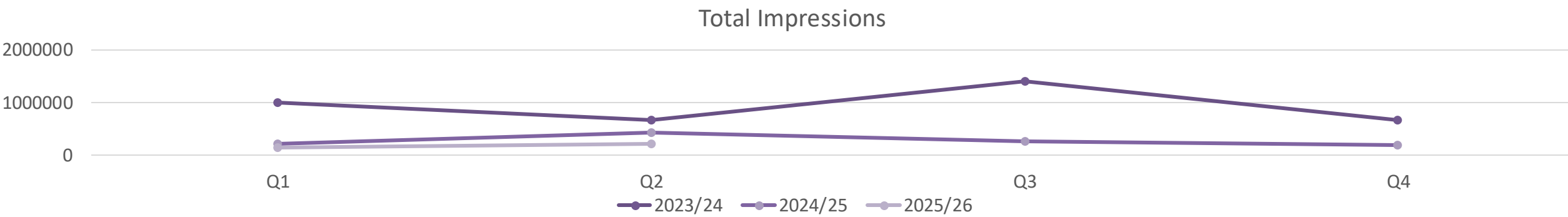
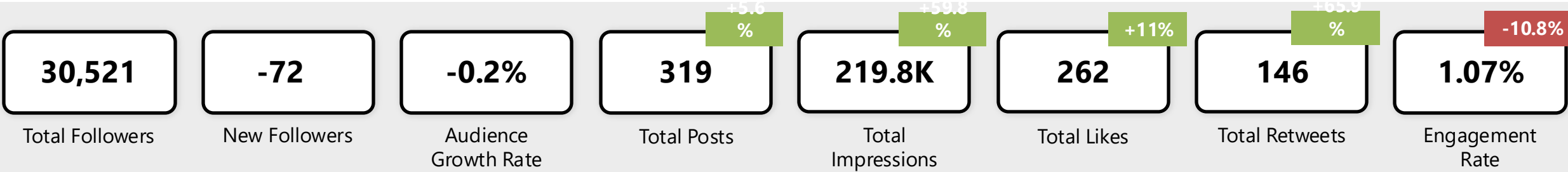
(p) – Promoted post

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WILDFIRE ROAD CLOSURES -
HIGHLAND The following roads are closed in Highland B9007 Ferness to Duthil U2379 Lochindorb Road [...]

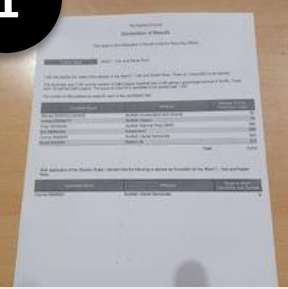
94,023 Impressions / 89,243 Reach

Social Dashboard – X/Twitter



Top three posts by Impressions	
Successful candid for Ward 7 By-Election – Connie Ramsay	8,445
U2126 Strath Oykel – Road closed flood warning	7,189
Storm Floris – Lochaber roads affected by fallen trees	7,100

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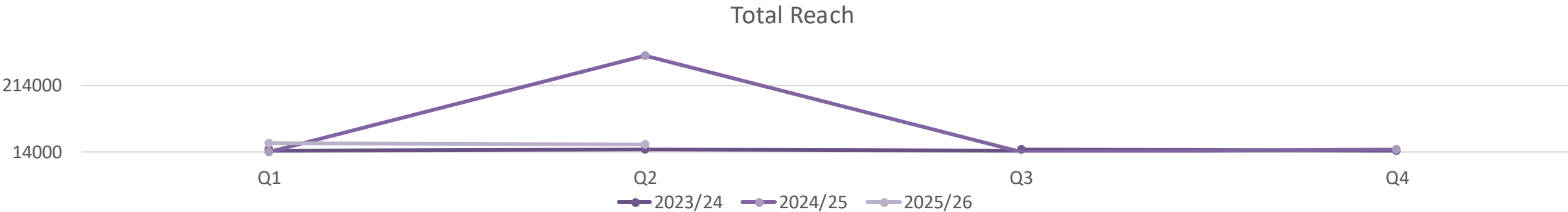
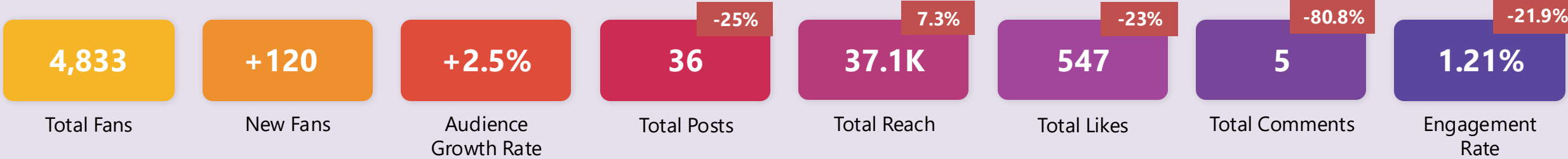
The successful candidates for #Ward7 #byelection is Connie Ramsay, Scottish Liberal Democrats. She was elected at stage 6. **8,445 Impressions / 15 Likes**

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.

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Top three posts by Likes	
Census data – Gaelic skills	78
Exclusive Preview of The Inverness Castle Experience	49
New Highland Youth Convener – Leah McBain	43

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Census data, which showed an increase in the number of people in the Highlands with Gaelic skills [...]

6,018 Impressions / 78 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%

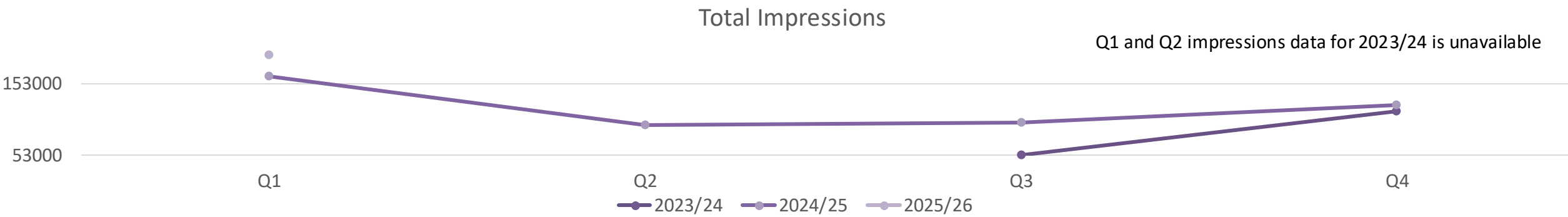
11.2K

Total Clicks

-7%

8.20%

Engagement Rate



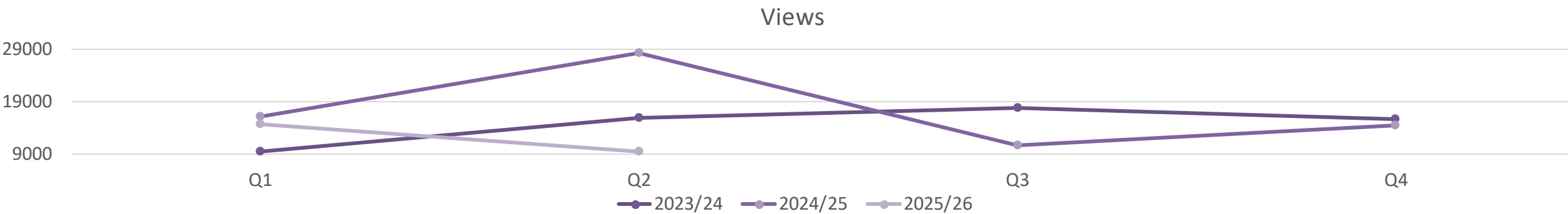
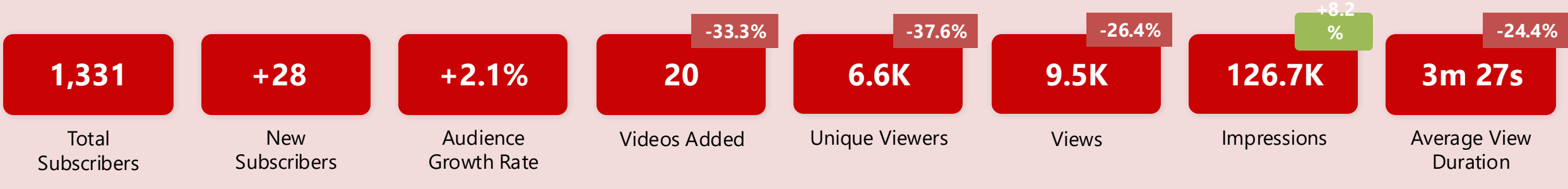
Top three posts by Likes	
Launch of Renewable Energy Mapping Tool	742
Inverness named best city for outdoor enthusiasts	130
EV charging infrastructure contract awarded to EasyGo	130

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

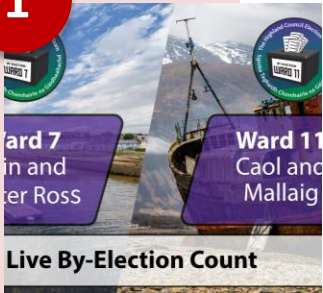
37,590 Impressions / 742 Likes

Social Dashboard - YouTube



Top three posts by Video Views	
Ward 7 Tain & Easter Ross & Ward 11 Caol & Mallaig By-Election	1,523
NHS Inform – Flu vaccine for primary and secondary schools	741
Discover the hidden beauty of Corran Ferry	667

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Live Ward 7 and Ward 11 By-Election Count

1,523 views



Thank you Mòran taining



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www.instagram.com/highlandcouncil

www.youtube.com/TheHighlandCouncil

www.linkedin.com/company/highlandcouncil