

Media Analytics

Q3 (October to December) 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 Q3 2025/26 and press related activity for Q3 2025/26.



Q3 2025/26 overview

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Total number of users reached	490.6K	n/a	30.9K	89.4K	9.3K (Unique viewers)
Total number of times our content has been seen	7.1M	243.3K	78.1K	176.3K	16.0K (Views)
Total number of followers	53.0K	29.9K	4.9K	12.8K	1.3K
Average return on engagement for our content	5.33%	1.10%	1.04%	7.42%	90.2%

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.

52,982

Total Fans

+322

New Fans

+0.6%

Audience Growth Rate

460

Total Posts

490.6K

Total Reach

25.1K

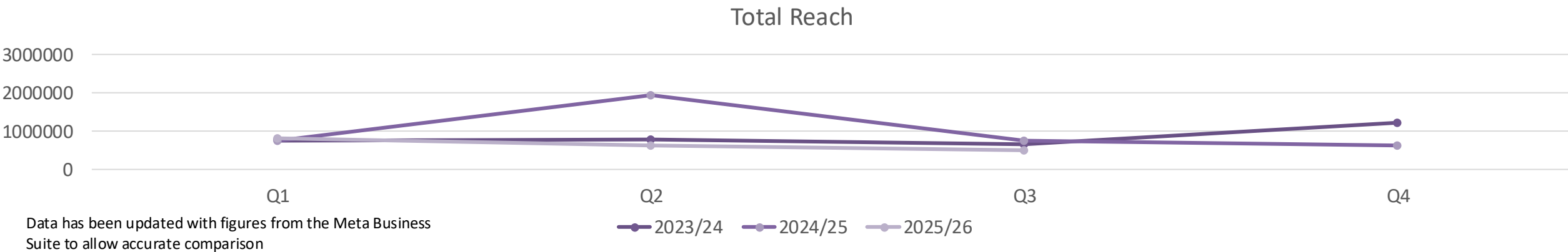
Total Reactions

34.5K

Total Link Clicks

5.25%

Engagement Rate



Top three posts by Impressions	
Letters lost to loved ones – memorial post box	218,244
Fake 'RingGo' QR Codes	122,300
Bin Collection Dates over Festive Period	98,842

(p) – Promoted post

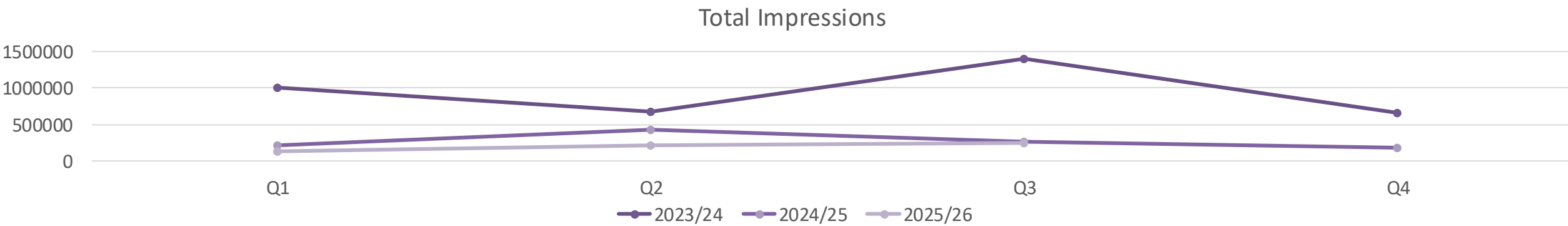
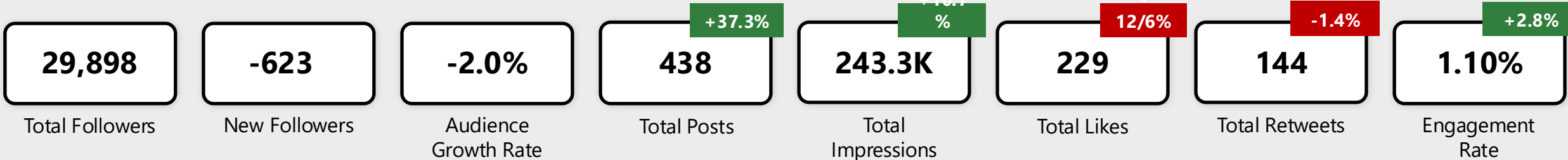
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Letters lost to loved ones. A new memorial postbox has been installed at Kilvean Cemetery[...]

218,244 Impressions / 88,626 Reach

Social Dashboard – X/Twitter

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Top three posts by Impressions	
Road Closed – Bealach na Ba - Snow	6,293
A884 to Lochaline is closed again due to fallen trees	6,269
A890 closed at Ardnarff (bypass) fallen trees across both lanes	6,240

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Road Closed C1087 Bealach na Ba snow gates are closed due to a breakdown on the pass.

6,293 Impressions / 0 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.

4,899

Total Fans

+66

New Fans

+1.4%

Audience Growth Rate

46

Total Posts

30.9K

Total Reach

715

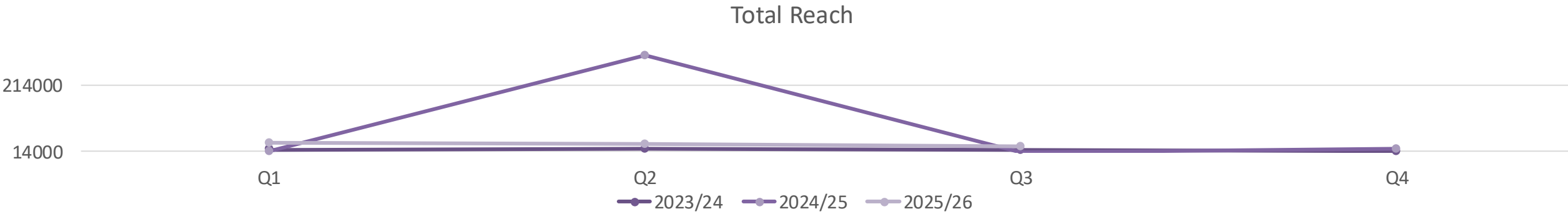
Total Likes

6

Total Comments

1.04%

Engagement Rate



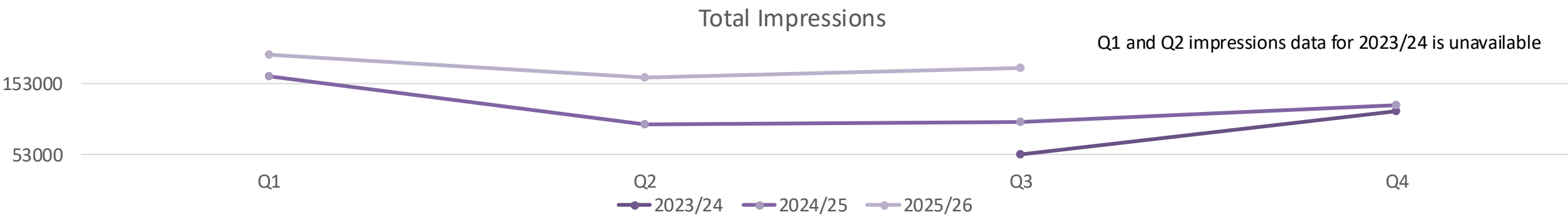
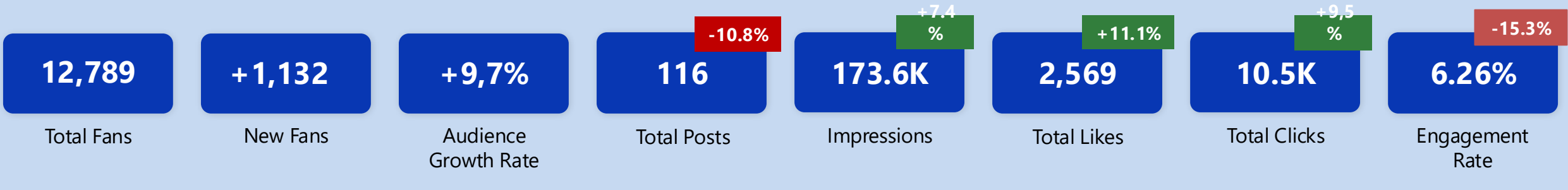
Top three posts by Likes	
Letters to lost loved ones – memorial postbox	130
🎵🎉🏆🏆 Glòr òir nan Gàidheal aig a’ Mhòd Nàiseanta Rìoghail	49
Nationanl Mod – Another packed day of events	41

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Letters to lost loved ones. A new memorial postbox has been installed at Kilvean Cemetery offering visitors a meaningful way to stay connected [...]

4,004 Impressions / 130 Likes



Top three posts by Likes	
SSEN Transmission sign up to Highland Social Value Charter	343
Delivery of precast beams for Naver Bridge	144
Installation of precast beams for Naver Bridge complete	137

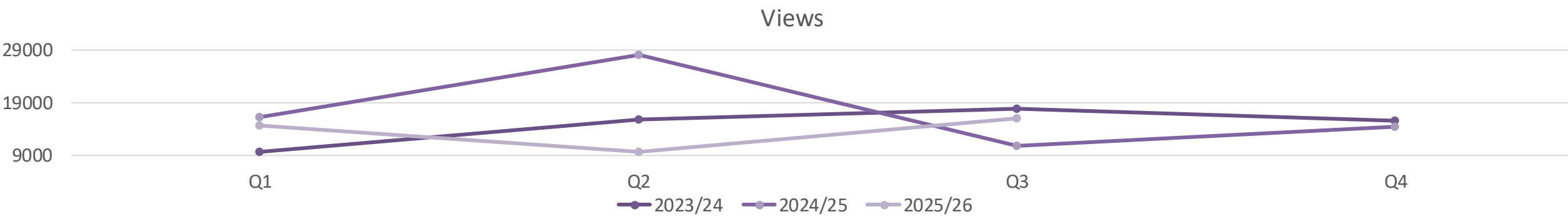
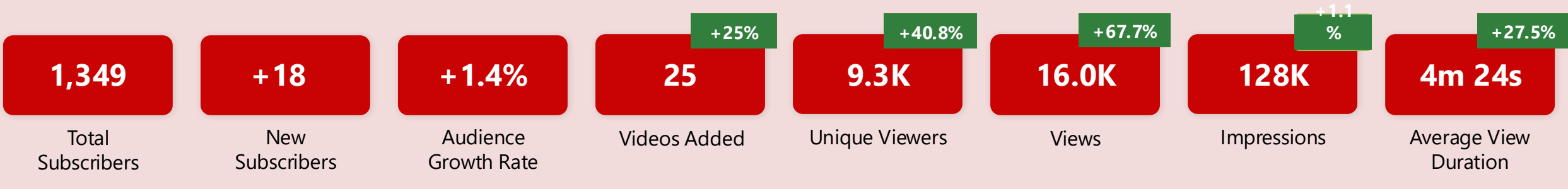
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We're delighted that SSEN Transmission has become the first company to sign up to the Highland Social Value Charter [...]

26,273 Impressions / 343 Likes

Social Dashboard - YouTube



Top three posts by Video Views	
Special Meeting of The Highland Council – November 2025	3,885
NHS Inform Flu Vaccine	1,895
Take a sneak peek inside the new Nairn Academy	1,080

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Special Meeting of The Highland Council – November 2025

3,885 views

Q3 2025/26 Press Releases and Media Enquiries

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	October	November	December	Q3 total
Total number of press releases issued	36	70	53	159
Total number of media enquiries dealt with	165	252	162	579



Thank you Mòran taining



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www.instagram.com/highlandcouncil

www.youtube.com/TheHighlandCouncil

www.linkedin.com/company/highlandcouncil