

Media Analytics

Q4 (January to March) 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 Q4 2025/26 and press related activity for Q4 2025/26.



Q4 2025/26 overview

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Total number of users reached	884.4K	n/a	23.3K	97.2K	7.4K (Unique viewers)
Total number of times our content has been seen	9.4M	355K	38.0K	201.4K	11.3K (Views)
Total number of followers	55.9K	29.8K	5.0K	13.6K	1.4K
Average return on engagement for our content	4.29%	1.30%	1.40%	7.20%	86.9%

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.

55,909

Total Fans

+2,927

New Fans

+5.5%

Audience Growth Rate

478

Total Posts

+3.9%

884.4K

Total Reach

+80.3%

32.3K

Total Reactions

+28.2%

40.1K

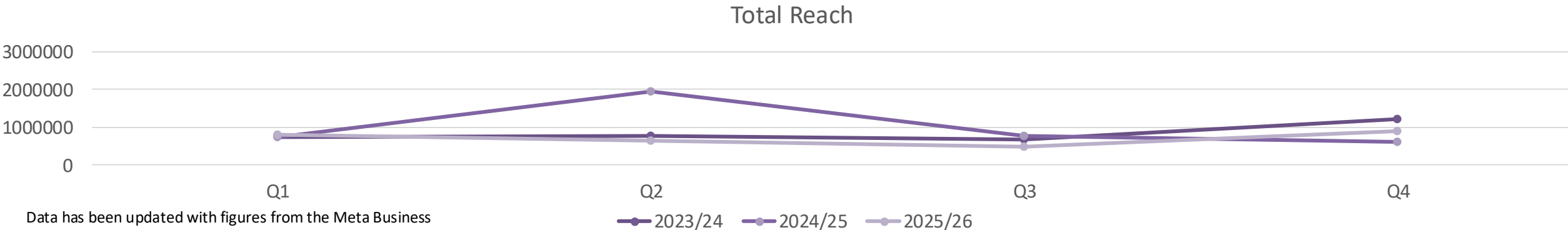
Total Link Clicks

+16.3%

6.54%

Engagement Rate

+24.6%



Top three posts by Impressions	
Snow blower giving it some 🦵 in #Caithness today.	560,216
⚠️ Drive with care ❄️ B874 Halkirk to junction with the #A9	128,545
⚠️ Public urged to be vigilant of poisonous plant	126,095

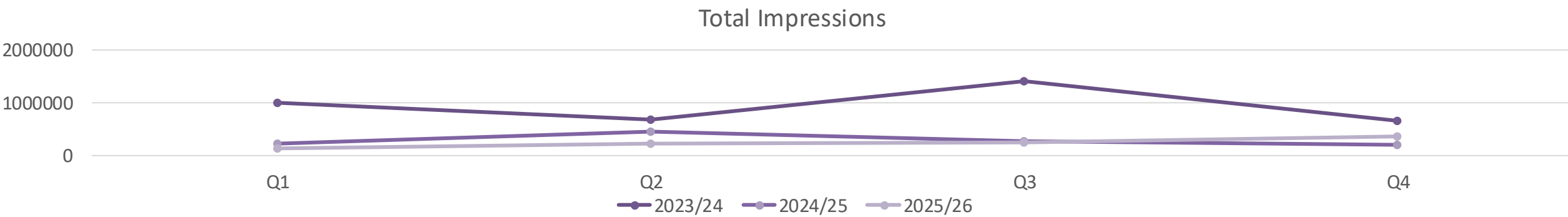
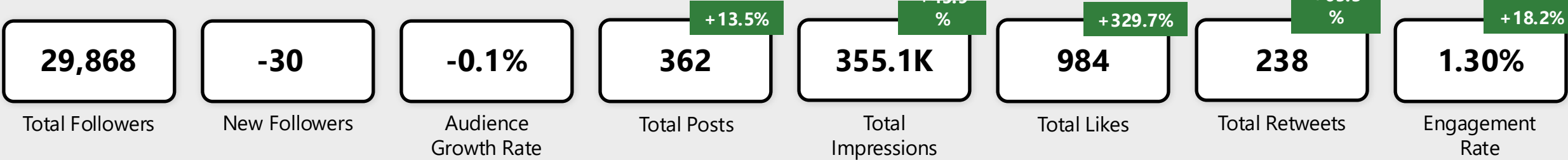
(p) = Promoted post

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Snow blower giving it some 🦵 in #Caithness today. Stay safe tonight. 📷 Braal Castle Road[...]

560,216 Impressions / 362,572 Reach

Social Dashboard – X/Twitter



Top three posts by Impressions	
Highlands Council Buses Due to the heavy snow fall...	24,533
Bealach na Bà has reopened	19,218
Reopening of Bealach na Bà is underway today	9,643

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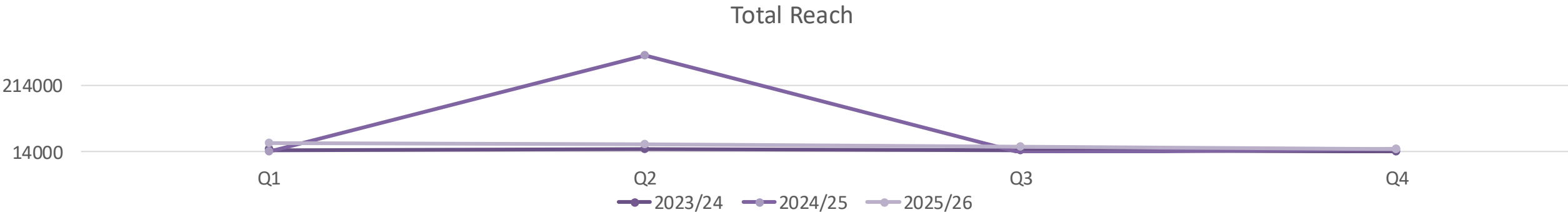
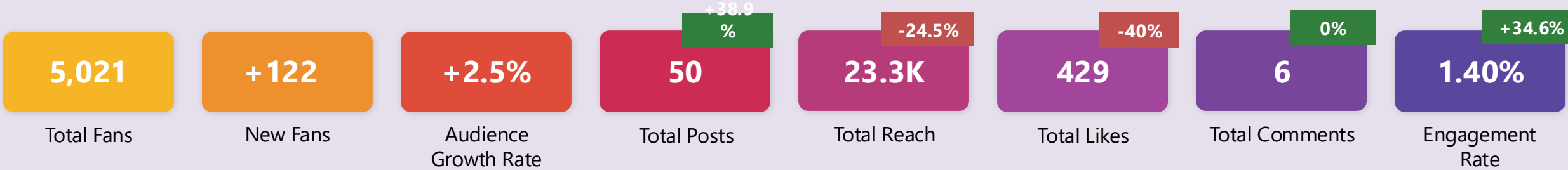


The successful candidates for #Ward7 #byelection is Connie Ramsay, Scottish Liberal Democrats. She was elected at stage 6. **24,533** Impressions / **12** Likes

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.

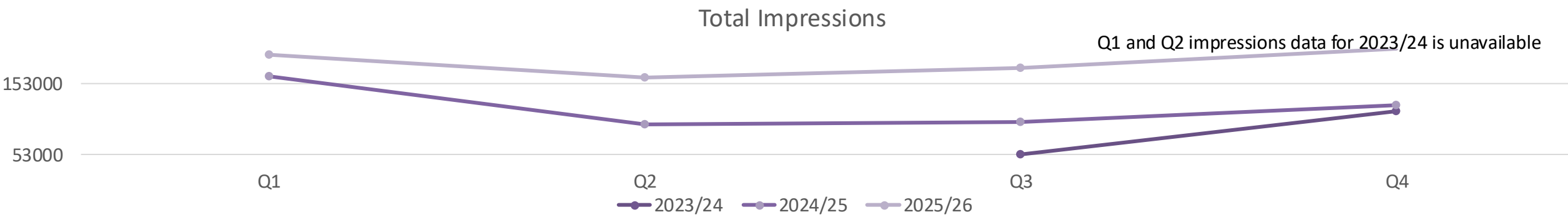
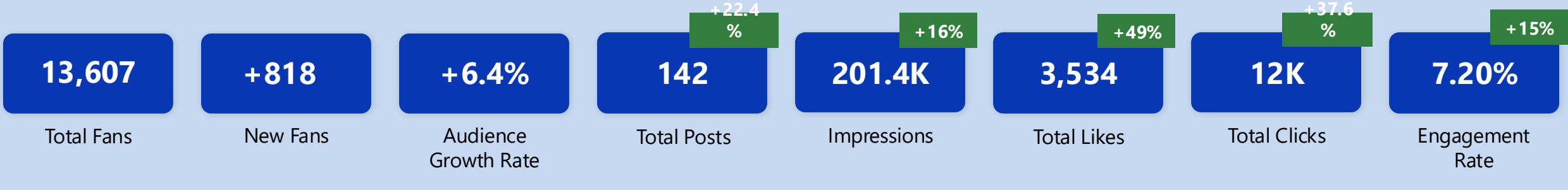


Top three posts by Likes	
Official Opening of Inverness Castle	33
Paid Summer Work Experience – Glen Urquhart High School	26
Turf cut at the new Broadford Primary School	21

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VIDEO: Official opening of @inverness.castle. Watch now.[...]

1,624 Impressions / 33 Likes



Top three posts by Likes	
The New Naver Bridge, is now open	229
Appointment of main contractors for Highland Investment Plan	225
James Welsh joining us CEO Enterprise and Investment	213

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The New Naver Bridge, located in Bettyhill along the A836, is now open [...]

9,353 Impressions / 229 Likes

Social Dashboard - YouTube



1,374

Total
Subscribers

+25

New
Subscribers

+1.9%

Audience
Growth Rate

25

Videos Added

7.4K

Unique Viewers

11.3K

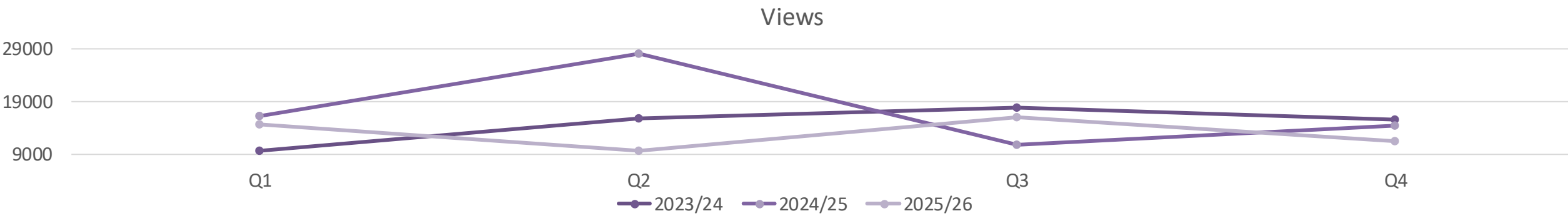
Views

88.2K

Impressions

3m 21s

Average View
Duration



Top three posts by Video Views	
NHS Inform – Flu vaccine for primary and secondary schools	1,439
Official opening of the Inverness Castle Experience	823
How to complete your postal vote pack	812

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NHS Inform – Flu vaccine for primary and secondary schools

1,439 views

Q4 2025/26 Press Releases and Media Enquiries

	January	February	March	Q4 total
Total number of press releases issued	70	64	46	180
Total number of media enquiries dealt with	204	200	171	575



Thank you Mòran taining



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www.flickr.com/photos/highlandcouncil

www.instagram.com/highlandcouncil

www.youtube.com/TheHighlandCouncil

www.linkedin.com/company/highlandcouncil