

Media Analytics

Q1 (April to June) 2026/27

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 Q1 2026/27 and press related activity for Q1 2026/27.



Q1 2026/27 overview

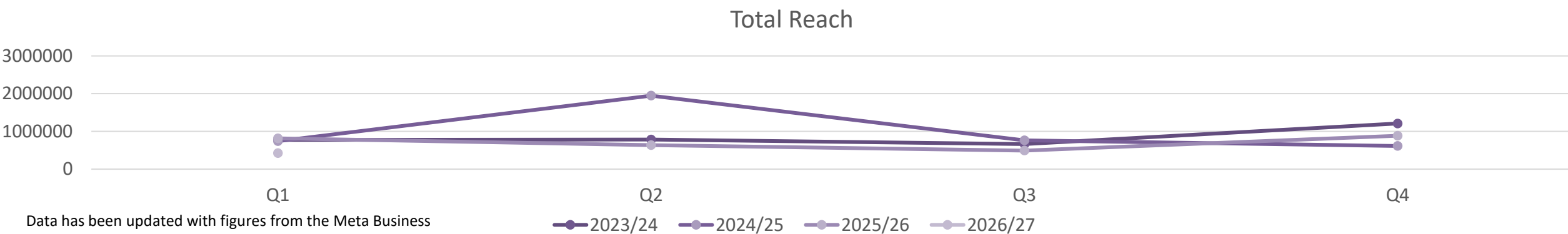
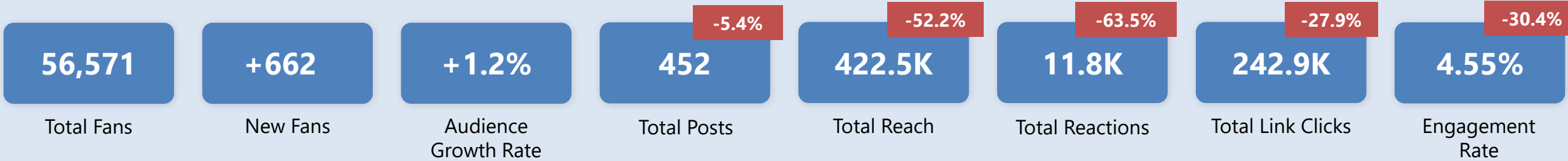
					
Total number of users reached	422.5K	n/a	11.2K	209.7K	31.6K (Unique viewers)
Total number of times our content has been seen	6.4M	193.7K	58.7K	145.9K	50.3K (Views)
Total number of followers	56.7K	29.8K	5.1K	14.2K	1.5K
Average return on engagement for our content	4.55%	5.65%	2.65%	7.93%	63%

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	
Fake “RingGo” QR codes	124,893
Temporary Road closure – Bealach na Ba	118,426
The count for the 3 constituencies in Highland	104,182

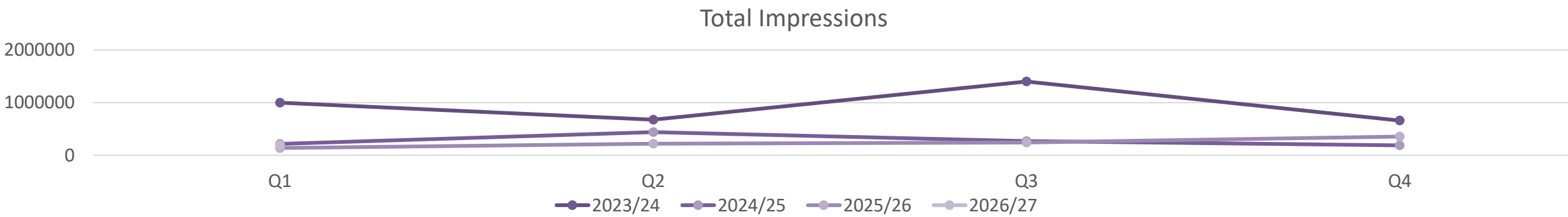
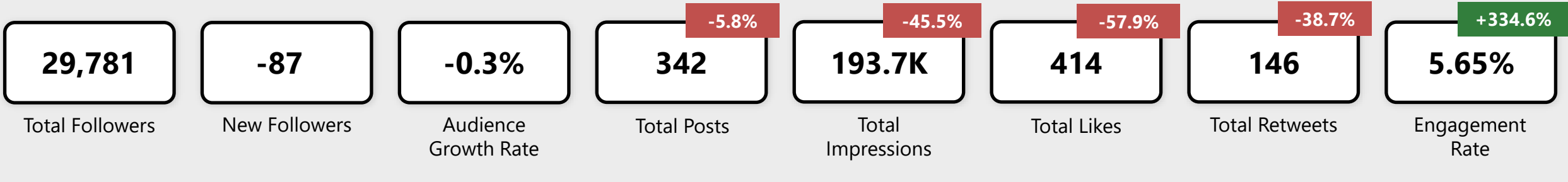
1



WARNING: These are fake “RingGo QR codes that have been found by the Parking enforcement officers in #Inverness. Do NOT scan them [...]

124,893 Impressions / 124,893 Reach

Social Dashboard – X/Twitter



Top three posts by Impressions	
The 3 Highland constituencies have been declared	14,383
Be careful if you are heading out tonight	4,927
Newly elected MSP for Skye, Lochaber and Badenoch, Andrew Baxter	4,744

1



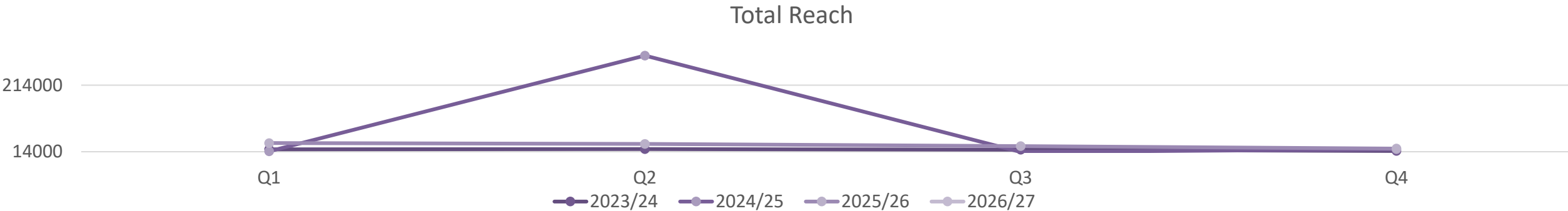
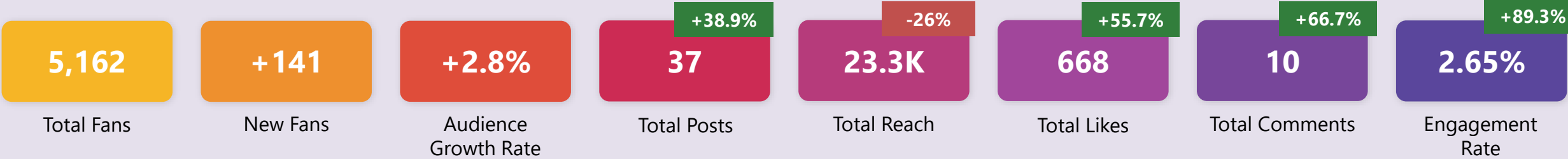
The 3 Highland constituencies have Been declared, but keep following Our live coverage for the Highlands and Islands list declaration.

14,383 Impressions / 11 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	
Nairn seafront artwork unveiling	101
Ambassadors' announcement for Beò! 2029	85
Moving into the new Tain Royal Academy	51

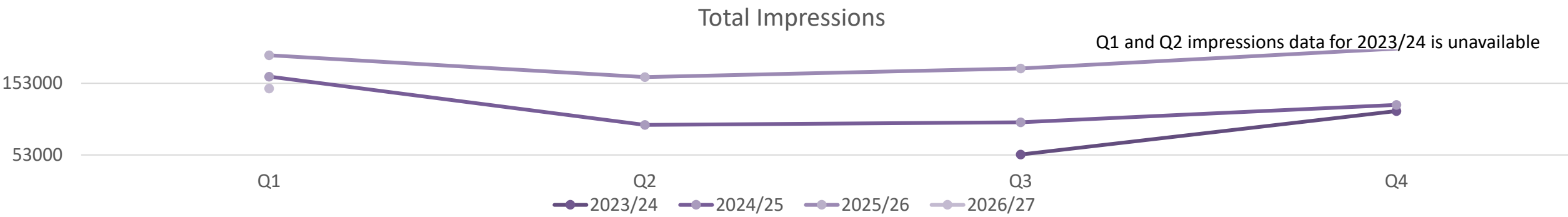
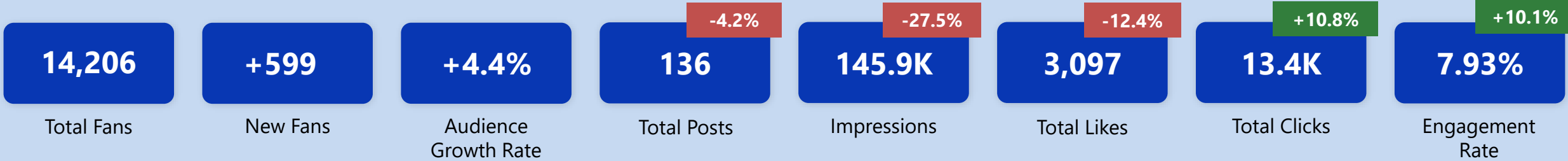
1

Nairn seafront artwork unveiling
May 2026

Have you spotted the new marine Artwork at the Nairn Links? The marine theme murals have recently been Installed on the Victorian shelter [...]

2,019 Impressions / 101 Likes

Social Dashboard - LinkedIn



Top three posts by Likes	
Major funding agreement with SSEN Transmission	185
Bryan Beattie appointed as Bid Director for Inverness-Highland	147
Wealth fund aims to share renewable energy benefit	136

1



Major investment secured for Inverness Development. The Highland Council has reached a major funding agreement with SSEN. **15,961** Impressions / **185** Likes

Social Dashboard - YouTube



1,486

Total
Subscribers

+112

New
Subscribers

+8.2%

Audience
Growth Rate

+64%

41

Videos Added

+325.6%

31.6K

Unique Viewers

+344%

50.3K

Views

+175.7%

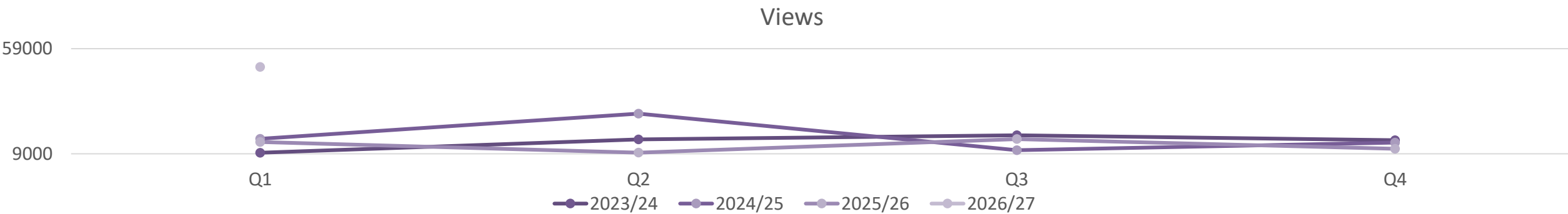
243.3K

Impressions

+22.9%

4m 07s

Average View
Duration



Top three posts by Video Views	
Scottish Parliament Election 2026 LIVE	33,563
How to vote in the Scottish Parliament Election 2026	3,069
How to complete your postal vote pack	2,053

1

Scottish Parliament
Election 2026 LIVE

33,563 views

Q1 2026/27 Press Releases and Media Enquiries

	April	May	June	Q1 total
Total number of press releases issued	28	64	57	149
Total number of media enquiries dealt with	189	165	164	518



Thank you Mòran taining



@HighlandCouncil

www.facebook.com/highlandcouncil

www.flickr.com/photos/highlandcouncil

www.instagram.com/highlandcouncil

www.youtube.com/TheHighlandCouncil

www.linkedin.com/company/highlandcouncil