

Social Media Analytics

Q4 (January to March) 2023/24

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 Q4 2023/24.



Q4 2023/24 at a glance...

	Facebook	X (Twitter)	Instagram	LinkedIn	YouTube
Total number of users reached	8.8M	n/a	16.2K	56.2K <small>(Page)</small>	10.8K
Total number of times our content has been seen	9.8M	659K	15.2K <small>(Organic only)</small>	116K <small>(Page)</small>	15.5K <small>(Video views)</small>
Total number of followers	46K	31.3K	4.1K	8.7K	1034
Average percentage of engagements on our content	3.06%	2.26%	3.79%	4.78%	n/a

Growing our audience on socials

Facebook	Q1	Q2	Q3	Q4
The Highland Council	1.79%	2.32%	4.52%	8.92%
Industry Benchmark	-2.82%	-5.76%	-1.90%	-4.21%
X (Twitter)	Q1	Q2	Q3	Q4
The Highland Council	0.49%	0.25%	1.52%	1.04%
Industry Benchmark	3.00%	-2.42%	-2.92%	-1.71%
Instagram	Q1	Q2	Q3	Q4
The Highland Council	1.80%	2.89%	3.69%	2.41%
Industry Benchmark	8.46%	11.51%	-1.58%	-4.54%
LinkedIn	Q1	Q2	Q3	Q4
The Highland Council	5.06%	5.06%	4.04%	6.56%
Industry Benchmark	4.47%	4.47%	-3.81%	-3.73%

Source: Hootsuite Analytics.

Audience Growth Rate (%) for our social media accounts throughout the 2023/24 financial year in comparison to the average industry benchmark for the same period.

Industry benchmarking lets us compare our performance against the average for similar social media accounts (Government).

Hootsuite collects industry data from other customer accounts, and this is grouped anonymously by industry and social network. To make sure the benchmarking data is relevant and valuable, Hootsuite collects data from a minimum of 100 accounts to calculate an industry average.

We continue to see good growth on our biggest platform – Facebook. There is a significant jump in followers at the tail end of the year which can be attributed to our social media coverage of storms and road closures for people’s awareness.

There is little growth on X but it is reassuring that we are not regressing as shown by the industry benchmark.


Our Instagram account is seeing good growth. At the end of 2023, Instagram released an update to help remove potential spam/fake accounts. It is possible that this update is the reason behind the sudden drop between Q2 and Q3 for the industry benchmark.

We continue to do very well on LinkedIn. There has been a great effort this year to keep the account regularly updated with engaging content.


Social Dashboard - Facebook

Data from Hootsuite Analytics and Meta Business Suite Insights report

43,702
Total Fans*
(excl. page likes/followers)




3.6K
New Fans
from previous quarter



8.92%
Audience Growth Rate
over this quarter


The industry average for Government accounts is -4.21%

8.3M
Reach (Organic)




752
Total Posts


38K
Total Page Reactions



84%
Likes



3%
Loves



3.06%
Engagement Rate

The industry average for Government accounts is 1.82%

A good rate is between 1 and 5%

Top organic post

1 **🚫 CLOSED 🚫 The #A838 Mhoine between #Tongue and #Durness remains closed.** **386.4K** Reach
19 Jan

 **1.6K reactions**

Top paid post

1 **Job ad – Senior Engineer to join busy roads team.** **89.9K** Reach
20 March

 **1.7K link clicks to job ad**

Social Dashboard – X (Twitter)

Data from Hootsuite Analytics

31,343
Total Followers



330
New Followers
from previous quarter



1.04%
Audience Growth Rate


The industry average for Government accounts is -1.71%

659.2K
Impressions



715
Total Posts

15.9K
Engagements



841
Likes

560
Retweets

2.26%
Engagement Rate

The industry average for Government accounts is 1.34%

A good rate is between 1 and 5%

Top post

1

The map shows current road closures in Caithness & Sutherland. We urge all motorists to respect road closures to ensure their own safety, the safety of emergency services and Highland Council's roads teams who are working hard to clear affected areas.


Impressions
13.7K
18 Jan



Social Dashboard - Instagram

Data from Hootsuite Analytics and Meta Business Suite Insights report

4086
Total Followers



96
New Followers
from previous quarter



2.41%
Audience Growth Rate


The industry average for Government accounts is -4.54%

16.2K
Total Reach



26
Total Posts

558
Engagements



524
Likes

2.2K
Reel plays

3.79%
Engagement Rate

The industry average for Government accounts is 2.16%


A good rate is between 1 and 5%

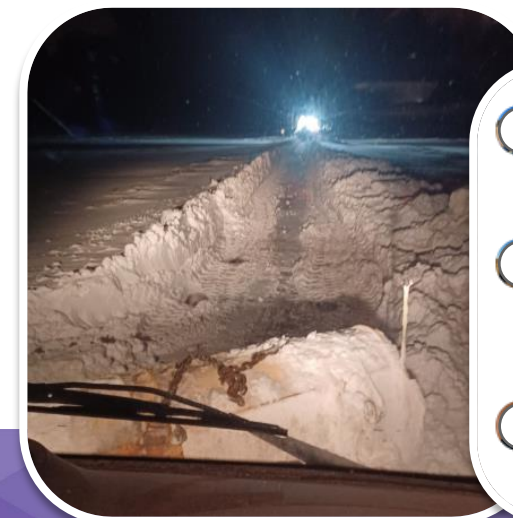
Top organic post


1

Our squads across the whole of the #Highlands have faced really difficult conditions over the past few days.


103
Likes
19 Jan

 This is normally a two lane section of the #A836 at #Borgie yesterday (Thu 18 Jan). [...]




 [Redacted] 13 w
Thank you to all the squads 🙌

Reply

 [Redacted] 13 w
Well done everyone! Pretty difficult conditions

Reply


 [Redacted] 13 w
Wow!

Reply

Social Dashboard - LinkedIn

Data from Hootsuite Analytics and LinkedIn Analytics report

8727
Total Followers




544
New Followers
from previous quarter



6.56%
Audience Growth Rate


The industry average for Government accounts is -3.73%

56.2K
Reach (Page)



100
Total Posts

1.2K
Reactions



8.8K
Page clicks

4.78%
Engagement Rate

The industry average for Government accounts is 2.12%

A good rate is between 1 and 5%

Top organic post

Reactions

1 300 tyres dumped from the side of the A82 into Loch Ness. Mowi staff worked alongside Highland Council operatives over a three-day period to clear the tyres. It was a slow process due to inclement weather and the location of the tyres, some of which were halfway up the banks of Loch Ness.

120
23 Feb



Social Dashboard - YouTube

Data from YouTube Analytics reports

Over 1K subscribers!

1034

Total Subscribers



+70

New Subscribers from previous quarter



7.26%

Audience Growth Rate

124.9K

Impressions



19

Videos added

15.5K

Video views



10.8K

Unique Viewers

Increase likely due to live streams

6 min 29 sec

Avg. View Duration

Video spotlight

The top video for this quarter is a YouTube Short clip of the Provost inviting Russell Crowe to perform at the Inverness Highland games.

1766

Total views

12

Likes

Nearly a quarter of views were watched from the USA and Canada.



What are YouTube Shorts?

YouTube Shorts host vertical videos with a maximum length of 60 seconds. The focus is to create engaging short-form content to appeal to new audiences.



Thank you Mòran taining



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