

Social Media Analytics






Q1 (April to June) 2024/25

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 Q1 2024/25.



Q1 2024/25 overview

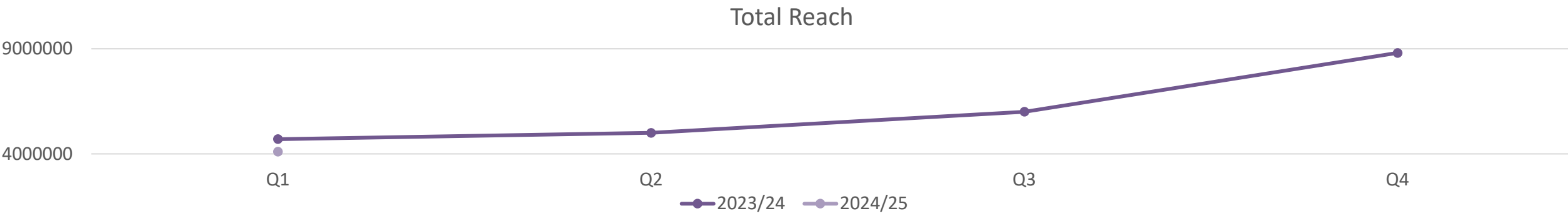
					
Total number of users reached	4.1M	n/a	14.9K	87.2K <small>(Unique views)</small>	11.3K
Total number of times our content has been seen	8.2M	215.4K	19.2K	162.4K	16.1K <small>(Video views)</small>
Total number of followers	46.8K	31.5K	4.2K	9.4K	1166
Average return on engagement for our content	6.25%	1.00%	2.66%	7.40%	n/a

A good rate is between 1 and 5%

Social Dashboard - Facebook



46,817	+3.1K	+7.13%	292	4.1M	26.7K	86.3K	6.25%
Total Fans	New fans	Audience Growth Rate	Total posts	Total Reach	Total Reactions	Total Link Clicks	Engagement Rate



Top three posts by impressions (Facebook)	
We have awarded the Naver Bridge replacement contract [...]	116,225
Glen Affric – Dog Falls officially opens new facilities.	105,262
Fantastic opportunities available for Building Standards career.	97,084 (p)

(p) – Promoted post

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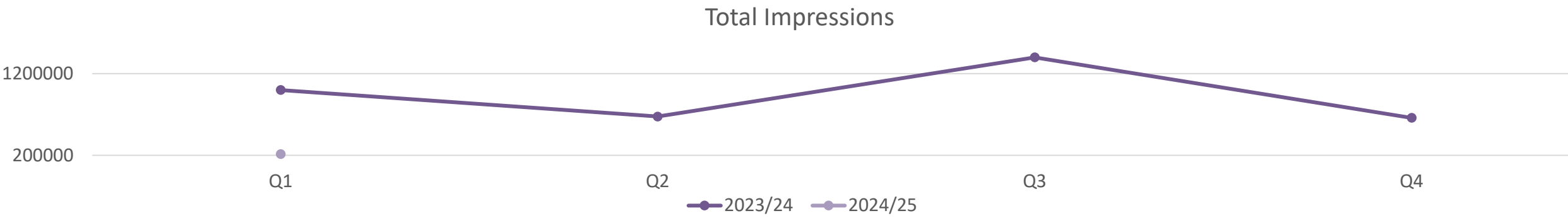
We have awarded the Naver Bridge replacement contract to Wills Bros Civil Engineering Ltd & set-up works on site will begin at the start of Aug..

116,225 Impressions / 109,751 Reach

Social Dashboard – X/Twitter



31,488	+145	+0.46%	291	215.4K	326	235	1.00%
Total Fans	New fans	Audience Growth Rate	Total Posts	Total Impressions	Total Likes	Total Retweets	Engagement Rate



Top three posts by impressions (X)	
Vape ban for #Inverness retailer after sales to children	6,381
Voters who haven't yet received their postal vote can go to HQ	4,202
Candidates confirmed for UK Parliamentary Election	4,090

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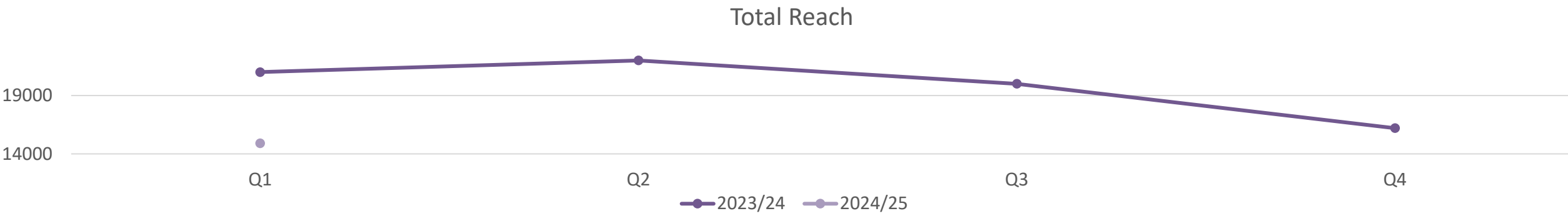
Vape ban for #Inverness retailer after sales to children - <https://t.co/jldBaKEUis> #Vaping #Vape #ECig <https://t.co/uAuYwfvBvX>

6,381 Impressions / 34 Likes

Social Dashboard - Instagram



4,168	+82	+2.01%	10	14.9K	202	9	2.66%
Total Fans	New fans	Audience Growth Rate	Total posts	Total Reach	Total Likes	Total Comments	Engagement Rate



Top three posts by likes (Instagram)

We are flying the rainbow flag at #Inverness Town House...	35
New artist impressions of the Inverness Castle Experience	32
Affordable housing is now available in Drumnadrochit.	27

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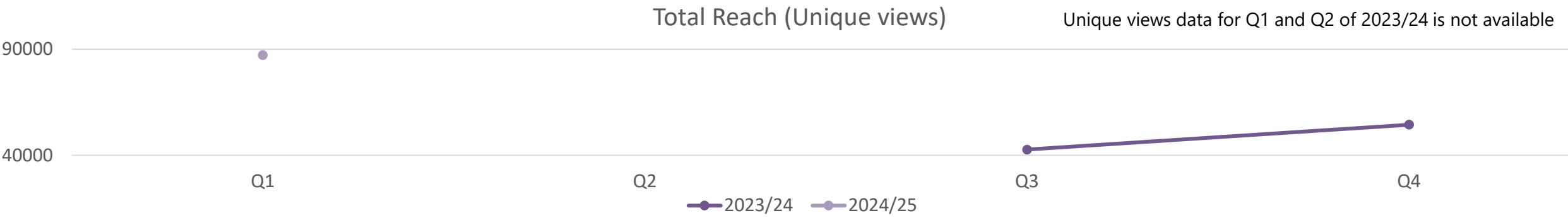
We are flying the rainbow flag at #Inverness Town House this weekend, 21-23 June. #PrideMonth #Pride24

964 Impressions / 35 Likes

Social Dashboard - LinkedIn



9445	+718	+8.23%	51	87.2K	2K	10.2K	6.06%
Total Fans	New fans	Audience Growth Rate	Total posts	Unique views	Total Reactions	Total Clicks	Engagement Rate



Top three posts by likes (LinkedIn)	
Assistant Chief Executive appointments announced	185
The Highland Council has awarded the Naver Bridge replace...	177
Final business case for the ICFGF endorsed by E&I Members	176

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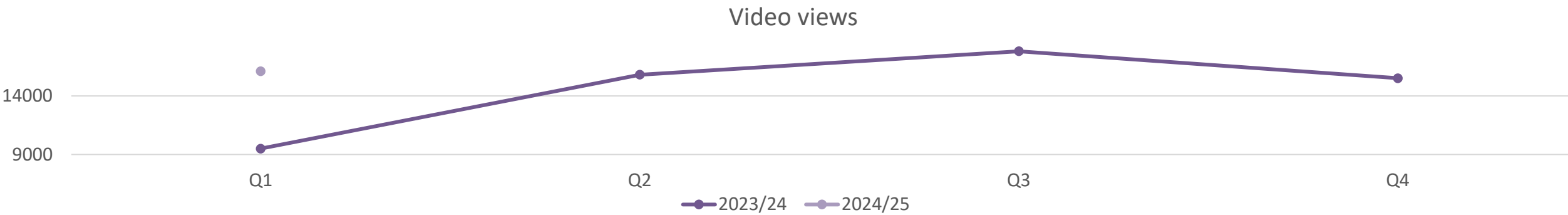
Kate Lackie, Malcolm MacLeod and Allan Gunn have been appointed as Assistant Chief Executives with The Highland Council.

7,694 Impressions / 185 Likes

Social Dashboard - YouTube



1,091	+56	+5.42%	53	11.3K	16.1K	166.3K	3m 33s
Total Subscribers	New Subscribers	Audience Growth Rate	Videos added	Unique Viewers	Video Views	Impressions	Average View Duration



Top three posts by video views (YouTube)	
Mastering your postal vote pack: A step-by-step guide	1,313
The Highland Council meeting – 9 May 2024	1,026
How to complete your postal vote pack – UK General Election	1,017

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A quick guide on how to complete your postal vote pack for the upcoming Scottish Local Government Election on Thursday 5 May 2022.

1313 views / **6.1K** views since published

Service Dashboard - People

The service cluster 'People' combines Education and Learning, and Health and Social Care. The service dashboards are intended to give an overview and insight into content from each service, it is not meant for comparison purposes against other services.

Total results - People:

282.4K

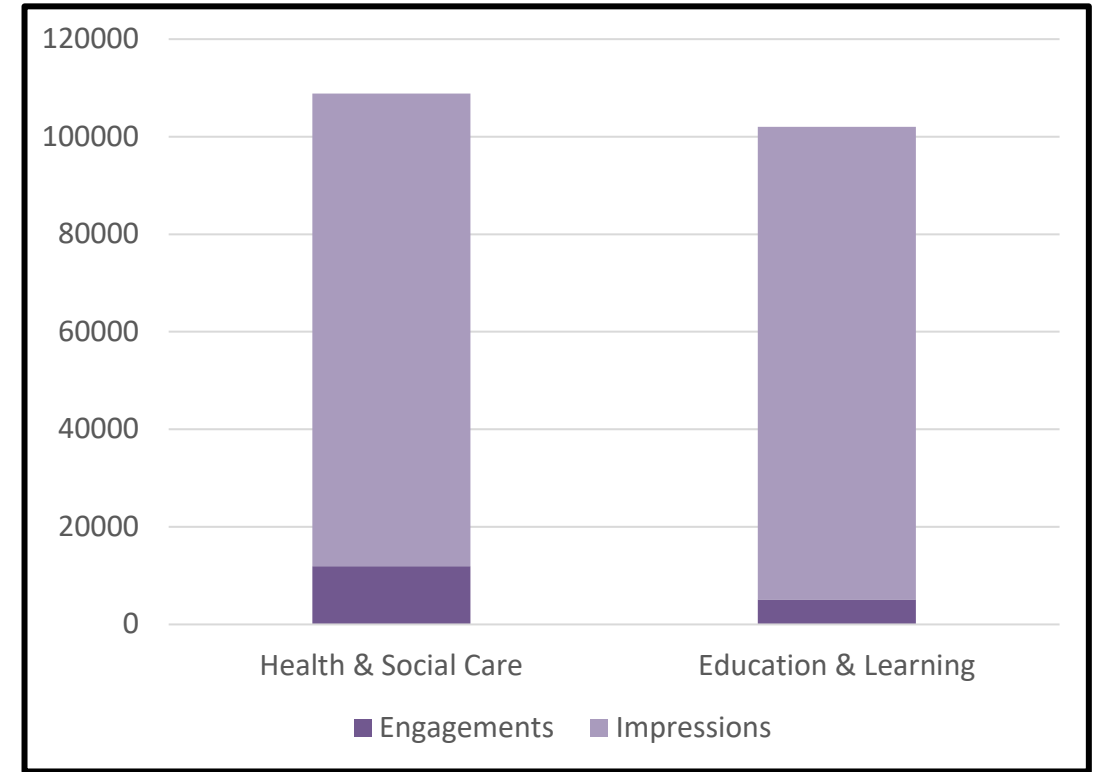
Impressions

17.1K

Engagements

2.80%

Engagement Rate



Top performing posts by impressions

Whooping cough is serious. Initial symptoms include...	FB	44,700
The Family Centre in Inverness receives excellent report..	FB	26,652
Check child's vaccination record for whooping cough...	FB	25,940

Key: FB – Facebook; LN – LinkedIn; X – Twitter; IN - Instagram

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Signs and symptoms

It's important to be aware of the signs and symptoms of whooping cough

Public Health Scotland | Healthier Scotland | NHS Scotland

Whooping cough is serious. Initial symptoms include a runny nose, red and watery eyes, a sore throat, and a slightly raised temperature.

44,700 Impressions / 5,869 Engage.

Top performing posts by service - People

Key: FB – Facebook; LN – LinkedIn; X – Twitter; IN - Instagram

Education and Learning (Impressions)

Excellent inspection report at The Family Centre	FB	26,652
Ardersier Primary helping to rescue butterfly	FB	18,906
Tain Royal Academy pupil thanks at by-election	FB	16,886

Education and Learning (Engagement rate)

Project to help provide career pathway	LN	8.64%
Excellent inspection report at The Family Centre	FB	7.66%
Tain Royal Academy pupil thanks at by-election	FB	6.68%

Health and Social Care (Impressions)

Whooping cough is serious – information	FB	44,700
Check child vaccination for whooping cough	FB	25,940
Launch of Bairn’s Hoose Highland	FB	19,788

Health and Social Care (Engagement rate)

Whooping cough is serious – information	FB	13.13%
Check child vaccination for whooping cough	FB	9.03%
Launch of Bairn’s Hoose Highland	LN	8.06%

Service Dashboard - Place

The service cluster 'Place' combines Communities and Place, Housing and Property, and Economy and Infrastructure. The service dashboards are intended to give an overview and insight into content from each service, it is not meant for comparison purposes against other services.

Total results - Place:

1.59M

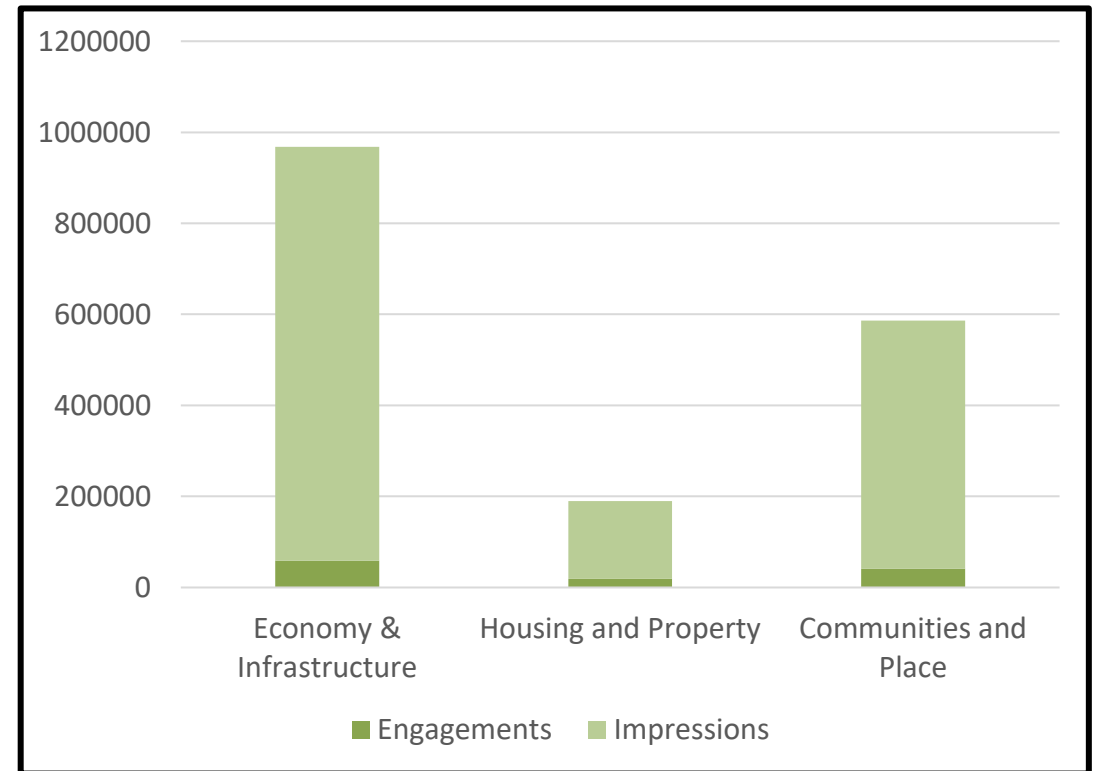
Impressions

117.1K

Engagements

4.30%

Engagement Rate



Top performing posts by impressions

We have awarded the Naver Bridge contract [...]	FB	116,225
Glen Affric – Dog Falls officially opens new [...]	FB	105,262
What's next for Whin Park? The popular #Inverness...	FB	54,066

Key: FB – Facebook; LN – LinkedIn; X – Twitter; IN - Instagram

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We have awarded the Naver Bridge replacement contract to Wills Bros Civil Engineering Ltd & set-up works on site will begin at the start of Aug..

116,225 Impressions / 10,415 Engage.

Top performing posts by service - Place

Key: FB – Facebook; LN – LinkedIn; X – Twitter; IN - Instagram

Communities and Place (Impressions)		
What's next for Whin Park? The popular [...]	FB	54,066
New community woodland, recreation & [...]	FB	40,234
New bins delivered across Inverness-shire [...]	FB	34,017

Communities and Place (Engagement rate)		
Residents in Nairnshire: we are improving [...]	FB	40.42%
New bins delivered across Inverness-shire [...]	FB	18.67%
Nairnshire households to receive food collection	FB	16.59%

Housing and Property (Impressions)		
Affordable housing in Carrbridge: A mix [...]	FB	38,289
Affordable housing in Drumnadrochit	FB	37,284
Property for rent – workshop unit in Alness [...]	FB	25,919

Housing and Property (Engagement rate)		
Affordable housing in Drumnadrochit	LN	30.06%
Affordable housing in Drumnadrochit	FB	18.02%
Affordable housing in Carrbridge [...]	FB	16.14%

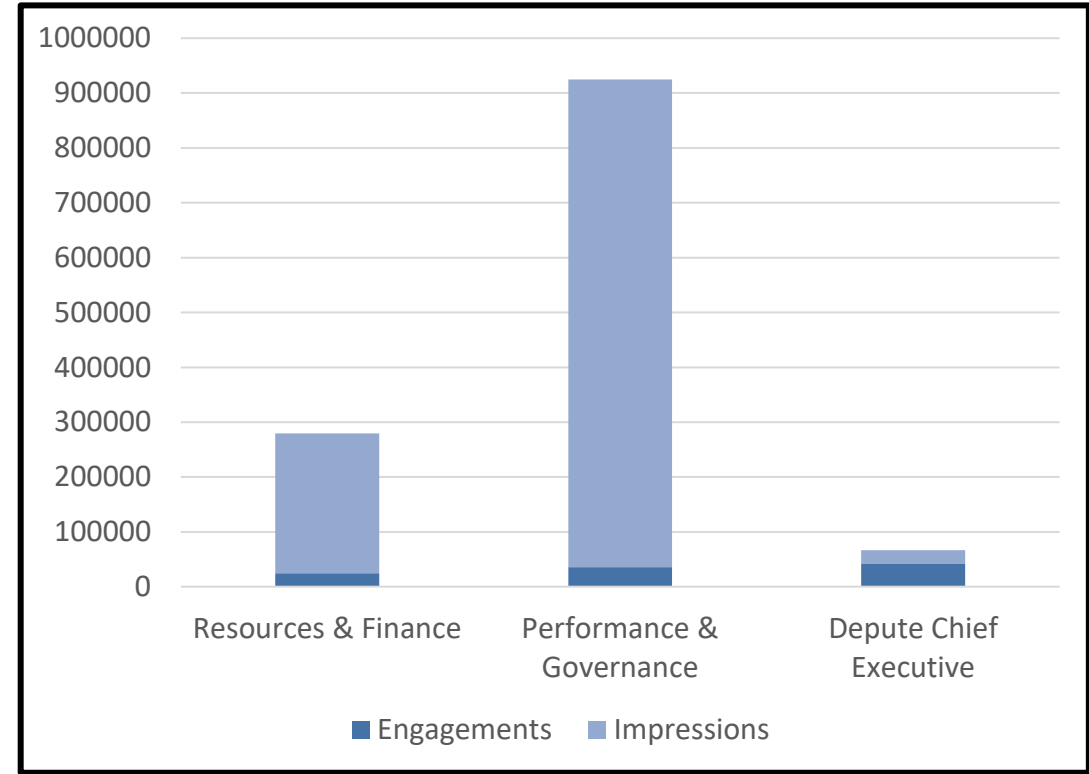
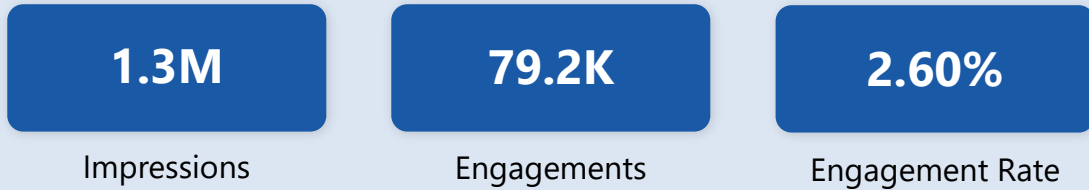
Economy and Infrastructure (Impressions)		
We have awarded the Naver Bridge contract [...]	FB	116,225
Glen Affric – Dog Falls officially opens new [...]	FB	105,262
Torvean Mobility Hub in #Inverness is now [...]	FB	42,301

Economy and Infrastructure (Engagement rate)		
A Mobility Hub, the first of its kind in the [...]	LN	26.40%
Dog Falls at #GlenAffric National Nature [...]	LN	24.93%
£100k agreed for staff training at Inv. Castle	LN	24.44%

Service Dashboard - Corporate

The service cluster 'Corporate' combines Depute Chief Executive, Performance and Governance, and Resources and Finance. The service dashboards are intended to give an overview and insight into content from each service, it is not meant for comparison purposes against other services.


Total results - Corporate:



Top performing posts by impressions		
ELC job opportunities available across Highland.	FB	44,602
You will need photo ID for the General Election 2024	FB	37,365
Pension Section jobs available (promoted)	FB	39,197

Key: FB – Facebook; LN – LinkedIn; X – Twitter; IN - Instagram

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Early Learning and Childcare job opportunities across Highland. Have you considered a rewarding job working with young children...

44,602 Impressions / 5,126 Engage.

Top performing posts by service - Corporate

Key: FB – Facebook; LN – LinkedIn; X – Twitter; IN - Instagram

Depute Chief Executive (Impressions)		
Create strong, unique passwords for your bank	FB	11,479
Watch the Redesign Board on our YouTube	FB	7,907
A new sustainable Energy Centre is taking place	LN	2,280

Depute Chief Executive (Engagement rate)		
A new sustainable Energy Centre is taking place	LN	4.98%
Watch the Redesign Board on our YouTube	LN	3.14%
Watch the Redesign Board on our YouTube	LN	3.07%

Performance and Governance (Impressions)		
You will need photo ID to vote in GE2024	FB	37,365
Unreceived voting packs can be re-issued	FB	35,944
Boundary changes to Highland constituencies	FB	32,247

Performance and Governance (Engagement rate)		
#Ward7byelection – results	FB	16.10%
Ward 7 by-election won by Laura Dundas	FB	15.46%
Boundary changes to Highland constituencies	FB	14.89%

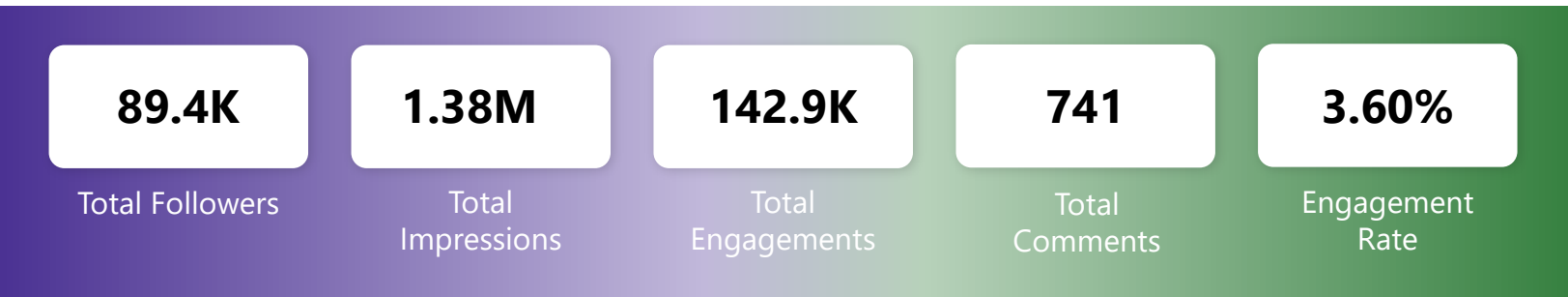
Resources and Finance (Impressions)		
ELC job opportunities across Highland	FB	44,602
Fixed Term & Casual Bikeability Instructors	FB	35,197
Pension Section job opportunities	FB	39,197

Resources and Finance (Engagement rate)		
LGV Drivers required in Badenoch & Strathspey	FB	46.54%
Develop a career in Building Standards	FB	25.77%
ELC job opportunities across Highland	FB	11.49%

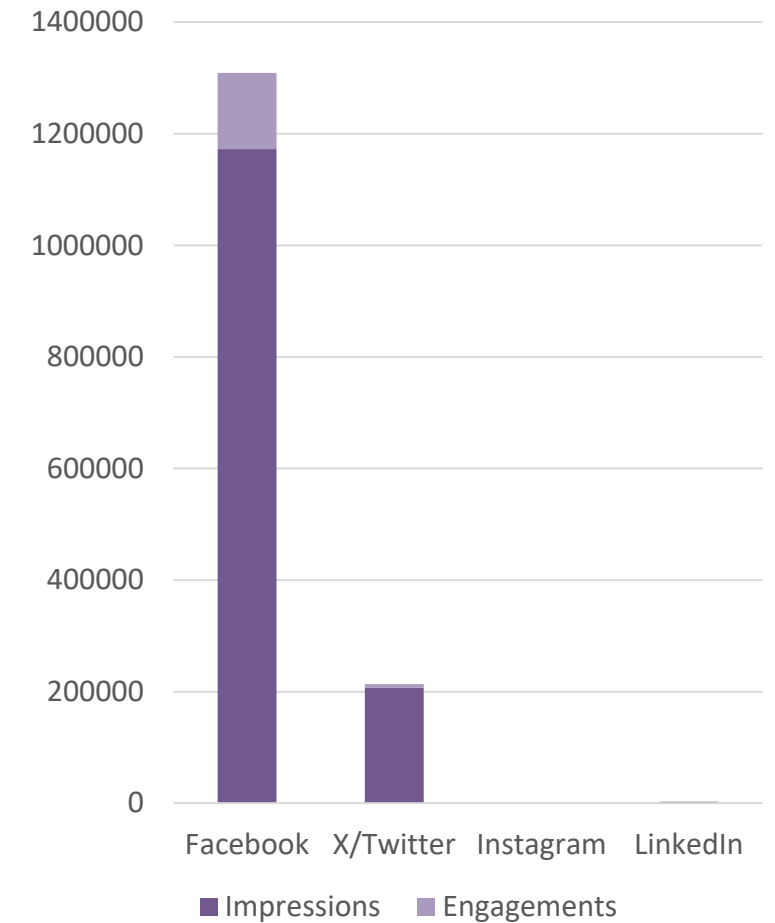
Campaign – General Election 2024

The #GE2024 campaign ran across multiple social media platforms including Facebook, X, Instagram and LinkedIn, from 1 May - 7 July 2024. This summary therefore includes data out-with the timeframe of this quarterly report.

Total results across platforms (excl. YouTube)



YouTube live broadcasts



Top performing posts – General Election 2024 campaign

Top posts by impressions		
Inverness, Skye, and West Ross-shire result	FB	38,314
Huge thank you to local business for carpet clean	FB	37,758
You will need photo ID to vote in GE2024	FB	37,365

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Division of Results for UK Parliamentary Election
Thursday 4 July 2024

(David Brown, Returning Officer for the Inverness, Skye and West Ross-shire constituency declares that:
The total number of votes cast across the Inverness, Skye and West Ross-shire constituency at the UK Parliamentary election on Thursday 4 July was 45,224.
The total number of ballot papers rejected was 168.
The total number of votes given to each candidate was as follows:

Candidate name	Description (if any)	Total number of votes for candidate
Drew HENDRY	Scottish National Party (SNP)	15,959
Dylan HILL	Reform UK	2,934
Angus MACDONALD	Scottish Liberal Democrats	18,159
Peter NEWMAN	Scottish Greens	2,038
Darren PAXTON	Socialist Equality Party	178
Michael PERERA	Scottish Labour Party	6,246
Ruriah STEWART	Scottish Conservative and Unionist	2,862

Therefore, I give public notice that Angus MacDonald is duly elected as the Member of Parliament for the constituency.

Inverness, Skye, and West Ross-shire constituency result #GE24ScotResult #GE2024 #GE2024Highland

38,314 Impressions / 16,456 Engage.

Top posts by engagement rate		
Inverness, Skye, and West Ross-shire result	FB	42.95%
Recount is underway for Inverness, Skye and...	FB	40.87%
Caithness, Sutherland and Easter Ross result	FB	39.35%

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Inverness, Skye, and West Ross-shire constituency result #GE24ScotResult #GE2024 #GE2024Highland

38,314 Impressions / 16,456 Engage.

Key: FB – Facebook; LN – LinkedIn; X – Twitter; IN - Instagram



Thank you Mòran taining



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www.instagram.com/highlandcouncil

www.youtube.com/TheHighlandCouncil

www.linkedin.com/company/highlandcouncil