

# Social Media Analytics






Q2 (July to September) 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 Q2 2024/25.



# Q2 2024/25 overview

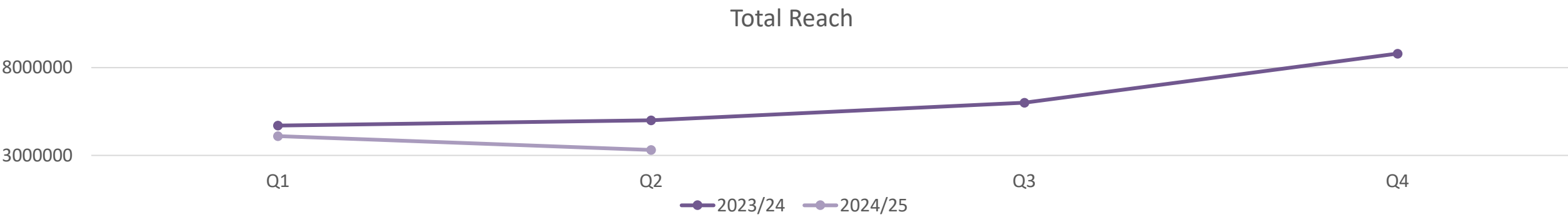
					
Total number of users reached	3.3M	n/a	302.9K	n/a	16.7K
Total number of times our content has been seen	6.5M	439.4K	445K	94.9K	28.1K <small>(Views)</small>
Total number of followers	47.4K	31.4K	4.2K	9.8K	1.1K
Average return on engagement for our content	7.82%	1.20%	2.38%	8.25%	n/a

A good rate is between 1 and 5%

# Social Dashboard - Facebook




<b>47,368</b>	<b>+551</b>	<b>+1.17%</b>	<b>557</b> <span>+91%</span>	<b>3.31M</b> <span>-19%</span>	<b>21.6K</b> <span>-19%</span>	<b>92.7K</b> <span>+6%</span>	<b>7.82%</b> <span>+26%</span>
Total Fans	New Fans	Audience Growth Rate	Total Posts	Total Reach	Total Reactions	Total Link Clicks	Engagement Rate



Top three posts by Impressions	
Secondary Head Teacher opportunities in the Highlands (p)	549,459
We're hiring! Join our ICT services team (p)	80,519
Official opening of new path alongside A862 Inverness	75,515

(p) – Promoted post

1



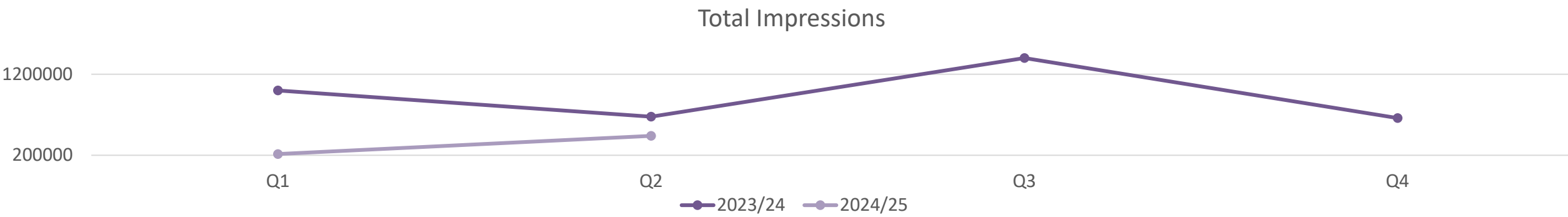
Secondary Head Teacher opportunities in the Highlands. Apply online [...]

549,459 Impressions / 222,593 Reach

# Social Dashboard – X/Twitter



<b>31,368</b>	<b>-120</b>	<b>-0.38%</b>	<b>396</b> <span>+37%</span>	<b>439.4K</b> <span>+104%</span>	<b>681</b> <span>+109%</span>	<b>253</b> <span>+8%</span>	<b>1.20%</b> <span>+20%</span>
Total Followers	New Followers	Audience Growth Rate	Total Posts	Total Impressions	Total Likes	Total Retweets	Engagement Rate



### Top three posts by Impressions

Inverness, Skye and West Ross-shire constituency result	<b>21,644</b>
Recount for Inverness, Skye and West Ross-shire is underway	16,346
Road closure: C1237 between Merkadale and Glenbrittle	14,533

1

**1**

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

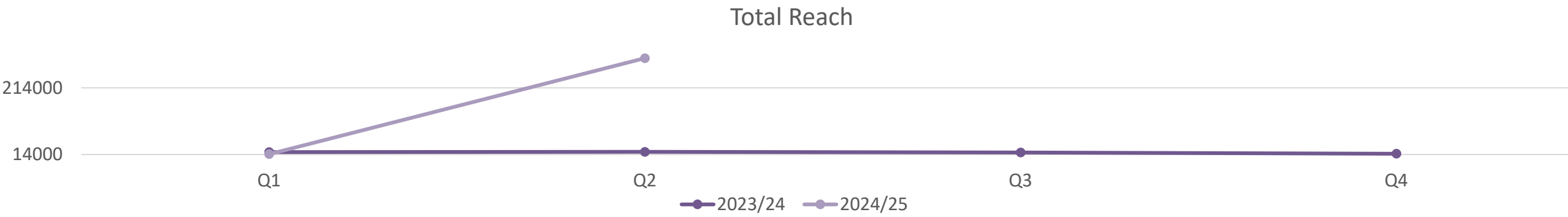
**6,381 Impressions / 34 Likes**

Candidate name	Description (if any)	Total number of votes for candidate
Steve HENDERSON	Scottish National Party (SNP)	14,885
Edwin HILL	Reform UK	2,924
Fergus MACDONALD	Scottish Liberal Democrats	14,100
Pauline NEWBANK	Scottish Greens	2,824
Lucy MACDONALD	Scottish Equality Party	174
WYATT PEREIRA	Scottish Labour Party	8,244
Michael STEWART	Scottish Conservative and Unionist	2,000

# Social Dashboard - Instagram



<b>4,168</b>	<b>+53</b>	<b>+1.27%</b>	<b>15</b> <span>+50%</span>	<b>302.9K</b> <span>+1894%</span>	<b>228</b> <span>+13%</span>	<b>6</b> <span>-33%</span>	<b>2.38%</b> <span>-10%</span>
Total Fans	New Fans	Audience Growth Rate	Total Posts	Total Reach	Total Likes	Total Comments	Engagement Rate



Top three posts by Likes	
The 'Ionad an Stòir' or 'The Storr Centre' is officially open!	58
Mother and daughter create mood boosting mural at school	45
Official opening of new path alongside the A862	35

1



The 'Ionad an Stòir' or 'The Storr Centre' is officially open! 🎉  
 @the.storr The centre provides retail space and a multi-purpose room [...]

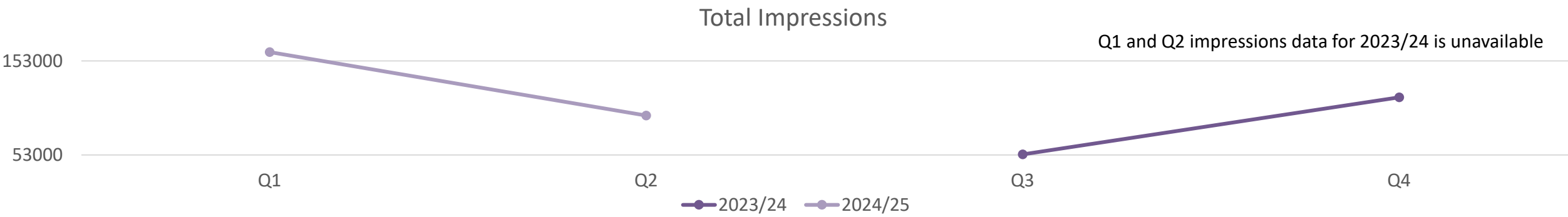
**1,703 Impressions / 58 Likes**

# Social Dashboard - LinkedIn



Please note: Data for Unique views is no longer available. Therefore, the Impressions metric will be tracked henceforth for awareness performance.

<b>9803</b>	<b>+358</b>	<b>+3.79%</b>	<b>74</b> <span>+46%</span>	<b>94.9K</b> <span>-40%</span>	<b>975</b> <span>-50%</span>	<b>6.8K</b> <span>-28%</span>	<b>8.25%</b> <span>+14%</span>
Total Fans	New Fans	Audience Growth Rate	Total Posts	Impressions	Total Likes	Total Clicks	Engagement Rate



### Top three posts by Likes

<b>Flow Country secures prestigious World Heritage Site status</b>	<b>95</b>
Official opening of the 'Ionad an Stòir' or 'The Storr Centre'	94
Official opening of the Torvean Mobility Hub in Inverness	73

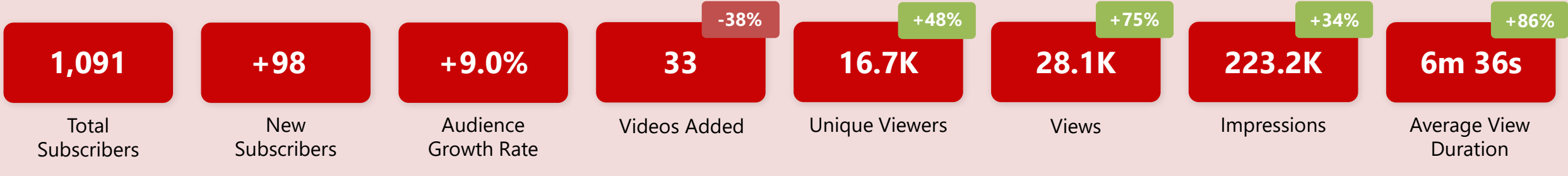
1



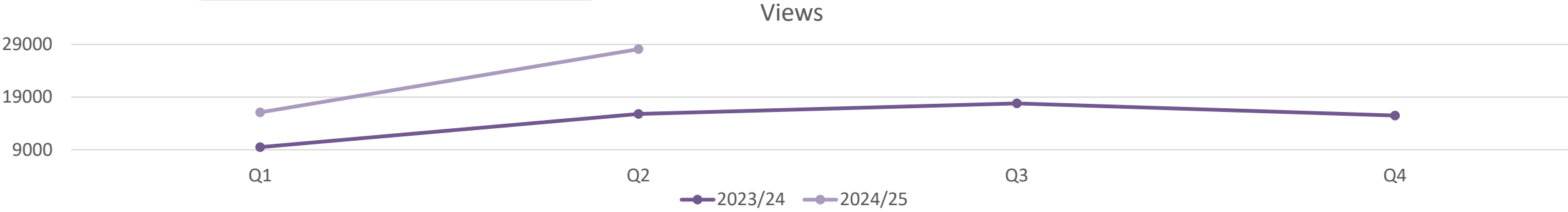
The most expansive and best example of blanket bog in the world, the Flow Country in the far north of Scotland has joined the Serengeti, the Gala[...]

**2,543 Impressions / 95 Likes**

# Social Dashboard - YouTube




63% subscribed from our live streams



## Top three posts by Video Views

Election 2024 Live – Inverness, Skye and West Ross-shire Recount	9,494
Election 2024 Live	4,256
How to complete your postal vote pack – UK General Election	1,312

1



Watch the live count from the Dingwall Count Centre for the Inverness, Skye and West Ross-shire constituency.

**9.5K views / 9.5K views since published**

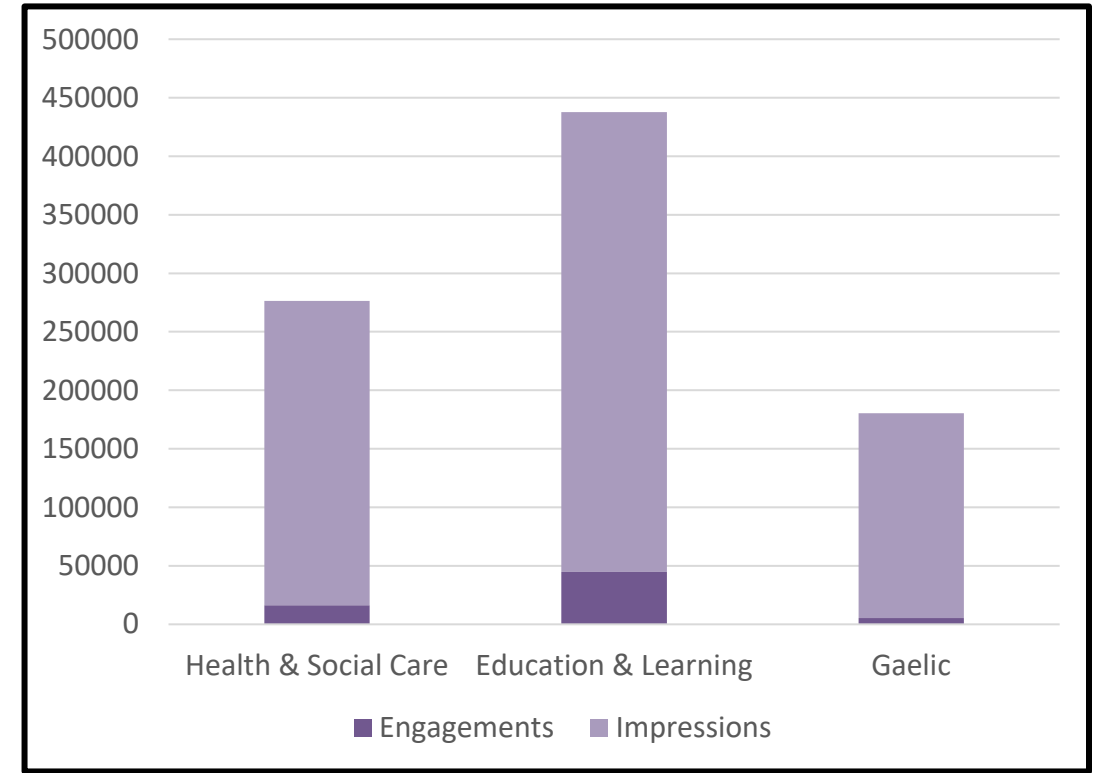
# Service Dashboard - People

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.

Results are cumulative from April 2024

## Total results - People:

<b>584.6K</b>	<b>36.8K</b>	<b>2.96%</b>
Impressions	Engagements	Engagement Rate



Top performing posts by Impressions		
Whooping cough is serious. Initial symptoms include...	FB	44,700
Mother and daughter team create mood boosting mural	FB	40,312
The Family Centre receives excellent report	FB	26,652

Key: FB – Facebook; LN – LinkedIn; X – Twitter; IN - Instagram (p) – Promoted post

1

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

(p) – Promoted post

Education and Learning (Impressions)		
<b>Mother and Daughter team create school mural</b>	<b>FB</b>	<b>40,312</b>
Family Centre receives excellent report	FB	26,652
SQA results success for 2024	FB	24,665

Education and Learning (Engagement rate)		
<b>Secondary Head Teacher opportunities (p)</b>	<b>FB</b>	<b>104.33%</b>
Pupil wins Council sponsored singing award	FB	53.92%
New law to consult children and young people	FB	26.59%

Health and Social Care (Impressions)		
<b>Whooping cough is serious – information</b>	<b>FB</b>	<b>44,700</b>
Check child vaccination for whooping cough	FB	25,940
Team win at Council Staff Recognition Awards	FB	20,287

Health and Social Care (Engagement rate)		
<b>Whooping cough is serious – information</b>	<b>FB</b>	<b>13.13%</b>
Team win at Council Staff Recognition Awards	FB	12.01%
Options appraisal on future of Thor House	FB	9.54%

Gaelic (Impressions)		
<b>Gaelic short courses in Inverness</b>	<b>FB</b>	<b>16,647</b>
Job vacancies in Education (Gaelic) (p)	FB	32,063
Job vacancy – Lochaber High (Gaelic) (p)	FB	35,748

Gaelic (Engagement Rate)		
<b>Pupil wins Council sponsored singing award</b>	<b>FB</b>	<b>53.92%</b>
Job vacancy – Lochaber High (Gaelic) (p)	FB	6.37%
Inverness Scots Trad Music Awards	FB	6.13%

NOTE: Where posts have received paid promotion, the highest number of impressions are in order of those gained organically.

# Service Dashboard - Place

The service cluster 'Place' combines Facilities & Fleet Management, Housing & Communities, Operations & Maintenance, Property & Assets and Planning & Economic Development. 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.

Results are cumulative from April 2024

## Total results - Place:

**5.44M**

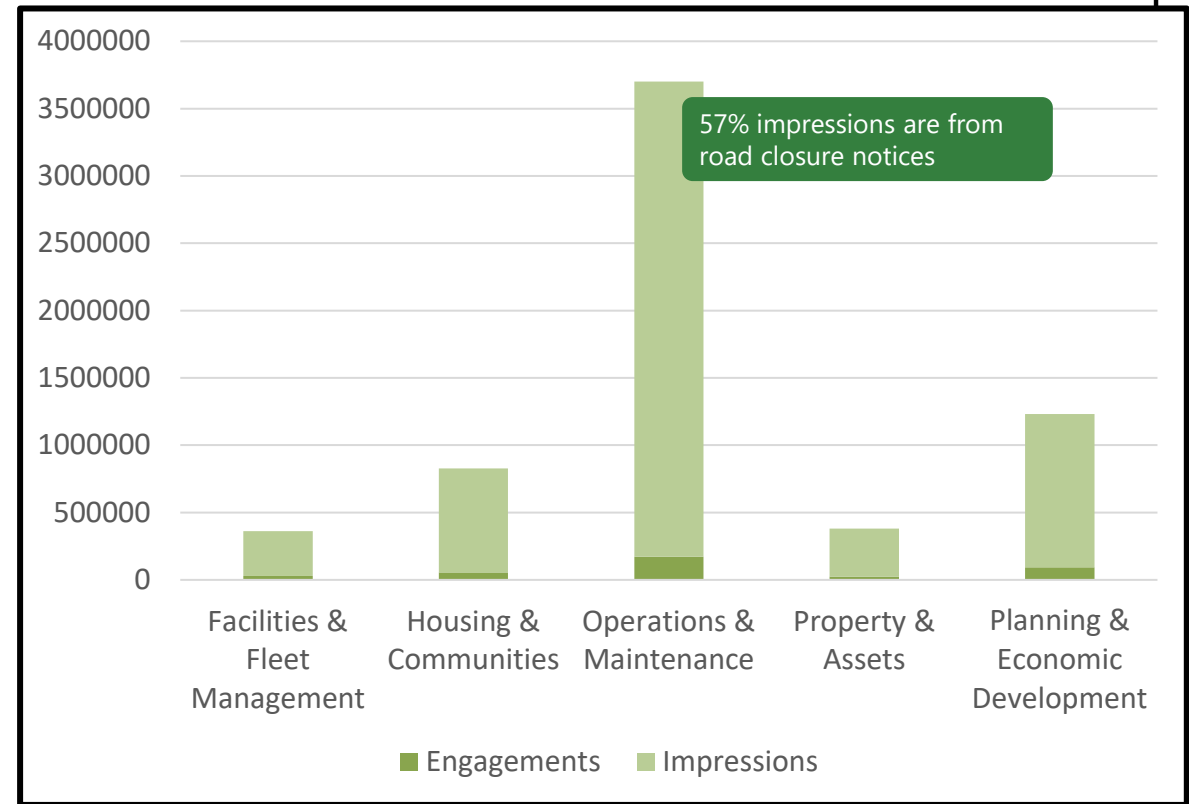
Impressions

**295.5K**

Engagements

**3.06%**

Engagement Rate



## Top performing posts by Impressions

<b>Naver Bridge replacement contract awarded to Wills[..]</b>	<b>FB</b>	<b>116,225</b>
Official opening of Dog Falls in Glen Affric	FB	105,262
Temporary Road Closures in Inverness	FB	81,788

Key: FB – Facebook; LN – LinkedIn; X – Twitter; IN - Instagram (p) – Promoted post



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

**116,225 Impressions / 10,415 Engage.**

# Top performing posts by service - Place

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

(p) – Promoted post

Facilities and Fleet Management (Impressions)		
<b>Torvean Mobility Hub is now operating [..] bus</b>	<b>FB</b>	<b>42,301</b>
In-house bus service launches two add. routes	FB	37,660
Corran Ferry – Support vessel refit update	FB	29,985

Facilities and Fleet Management (Engagement Rate)		
<b>Job vacancy – LGV drivers required (p)</b>	<b>FB</b>	<b>46.54%</b>
Mobility Hub is providing transport services [..]	LN	28.85%
In-house bus service adds 2 double deckers [...]	FB	13.25%

Housing and Communities (Impressions)		
<b>Community Asset Transfer – food growing area</b>	<b>FB</b>	<b>40,234</b>
Affordable housing in Carrbridge	FB	38,289
Affordable housing in Drumnadrochit	FB	37,284

Housing and Communities (Engagement rate)		
<b>We're flying the rainbow flag for Pride Month</b>	<b>FB</b>	<b>33.83%</b>
Affordable housing in Drumnadrochit	LN	29.13%
Affordable housing in Drumnadrochit	FB	18.02%

Operations & Maintenance (Impressions)		
<b>Temporary Road Closures in Inverness</b>	<b>FB</b>	<b>81,788</b>
Resurfacing roadworks on C1229 Dunvegan	FB	56,225
What's next for Whin Park? Inverness play park	FB	54,066

Operations and Maintenance (Engagement rate)		
<b>Residents in Nairnshire receiving blue bins</b>	<b>FB</b>	<b>40.42%</b>
Winning contractor announced for Whin Park	FB	28.56%
Job vacancy - Parking Enforcement Officer	FB	23.80%

NOTE: Where posts have received paid promotion, the highest number of impressions are in order of those gained organically.

# Top performing posts by service - Place

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

(p) – Promoted post

Property & Assets (Impressions)		
<b>Naver Bridge replacement contract awarded [..]</b>	<b>FB</b>	<b>116,225</b>
Bellfield Park in Inverness tennis courts re-open	FB	46,991
Property to let: Anderson Centre in Invergordon	FB	27,206

Property & Assets (Engagement rate)		
<b>Funding awarded for Inverness Castle project</b>	<b>LN</b>	<b>24.50%</b>
Council's £2.1bn Investment Plan commitments	FB	10.69%
Council to consult on Badcaul Primary School	FB	10.49%

Planning & Economic Development (Impressions)		
<b>Dog Falls – improvements made to tourism [...]</b>	<b>FB</b>	<b>105,262</b>
Official opening of new path on A862 Inverness	FB	75,515
Launch of Highland Campervan & Motorhome[.]	FB	58,587

Planning & Economic Development (Engagement rate)		
<b>Affordable housing dev. in Drumnadrochit</b>	<b>LN</b>	<b>29.13%</b>
Mobility Hub is providing transport services [..]	LN	28.85%
Dog Falls – improvements made to tourism [...]	LN	25.78%

NOTE: Where posts have received paid promotion, the highest number of impressions are in order of those gained organically.

# Service Dashboard - Corporate

The service cluster 'Corporate' combines Business Solutions, Corporate Finance, Legal & Corporate Governance, Human Resources & Communications and Revenues & Commercialisation. 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.

Results are cumulative from April 2024

## Total results - Corporate:

**3.17M**

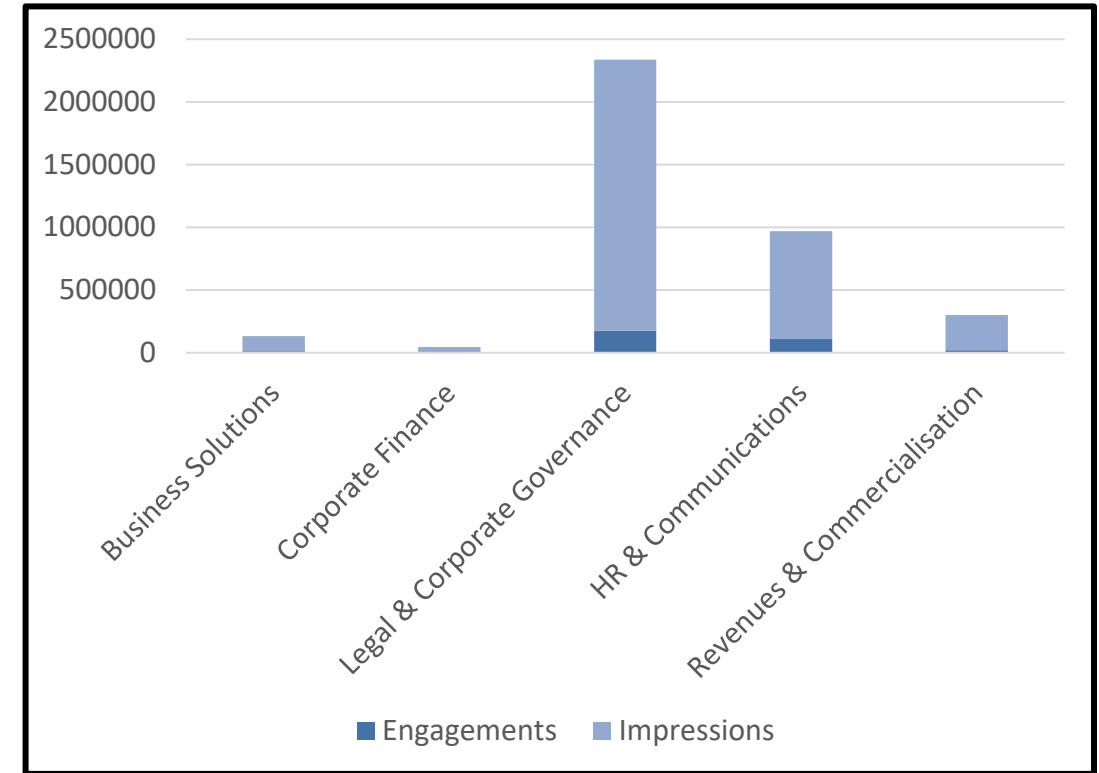
Impressions

**302.6K**

Engagements

**3.22%**

Engagement Rate



## Top performing posts by Impressions

<b>Launch of Highland Campervan &amp; Motorhome Scheme</b>	<b>FB</b>	<b>58,587</b>
Inverness, Skye & West Ross-shire constituency result	X	21,644
Job vacancy – Portfolio Manager to realise Delivery Plan	FB	39,197

Key: FB – Facebook; LN – LinkedIn; X – Twitter; IN - Instagram (p) – Promoted post

1

**Highland Campervan & Motorhome Scheme**

Highland Campervan and Motorhome Scheme launch. A new voluntary scheme pass is now open to all campervan and motorhome users [...]

**58,587 Impressions / 6,153 Engage.**

# Top performing posts by service - Corporate

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

(p) – Promoted post

Business Solutions (Impressions)		
Job vacancy – ICT Systems and Change assistant	FB	20,504
Job vacancy – Digital Business Partner (p)	FB	41,069
Job vacancy – Project Officer in ICT (p)	FB	41,069

Business Solutions (Engagement rate)		
Job vacancy – ICT Senior Solutions Analyst	FB	36.84%
Job vacancy – Project Officer in ICT	FB	21.74%
Job vacancy – Digital Business Partner	FB	11.08%

Corporate Finance (Impressions)		
Job vacancy – Pension Section jobs (p)	FB	39,197
4 Chief Officers appointed – Corporate Finance	LN	9,604
New policy ensures benefit during procurement	FB	1,952

Corporate Finance (Engagement rate)		
Job vacancy – Pension Section jobs (p)	FB	10.69%
Job vacancy – Pension Section jobs	LN	7.63%
New policy ensures benefit during procurement	FB	6.05%

Legal & Corporate Governance (Impressions)		
Thanks given to Botanic's volunteer at Election	FB	57,044
Inverness, Skye & West Ross-shire consti. result	FB	38,314
Thanks given for carpet cleaning before Election	FB	37,758

Legal & Corporate Governance (Engagement rate)		
Inverness, Skye & West Ross-shire consti. result	FB	42.95%
Recount for Inverness, Skye & West Ross-shire[.]	FB	40.87%
Caithness, Sutherland & Easter Ross const. result	FB	39.35%

NOTE: Where posts have received paid promotion, the highest number of impressions are in order of those gained organically.

# Top performing posts by service - Corporate

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

(p) – Promoted post

HR & Communications (Impressions)		
Job vacancy – Portfolio Manager (p)	FB	61,177
Job vacancy – Building Standards Surveyor (p)	FB	97,084
Job vacancy – Economy & Regeneration (p)	FB	50,203

HR & Communications (Engagement rate)		
Job vacancy – Secondary Head Teachers (p)	FB	104.3%
Storr Project Team recognised at staff awards	LN	70.61%
Job vacancy – LGV drivers required (p)	FB	46.54%

Revenues & Commercialisation (Impressions)		
Highland Campervan & Motorhome launch	FB	58,587
Highland Campervan & Motorhome Scheme	FB	30,711
Official opening of The Storr Centre	FB	23,018

Revenues & Commercialisation (Engagement rate)		
Funding awarded for Inverness Castle Project	LN	24.50%
Official opening of The Storr Centre	LN	18.73%
Job vacancy – Visitor Experience at The Storr (p)	FB	14.31%

NOTE: Where posts have received paid promotion, the highest number of impressions are in order of those gained organically.





**Thank you Mòran taining**



**@HighlandCouncil**

**[www.facebook.com/highlandcouncil](http://www.facebook.com/highlandcouncil)**

**[www.flickr.com/photos/highlandcouncil](http://www.flickr.com/photos/highlandcouncil)**

**[www.instagram.com/highlandcouncil](http://www.instagram.com/highlandcouncil)**

**[www.youtube.com/TheHighlandCouncil](http://www.youtube.com/TheHighlandCouncil)**

**[www.linkedin.com/company/highlandcouncil](http://www.linkedin.com/company/highlandcouncil)**