

Agenda Item	12
Report No	CP 25/16

Corporate Communications Strategy Update

Report by Corporate Communications Manager

Summary

Members requested a report on Facebook Insights at the previous committee. The Highland Council official facebook page has grown substantially in numbers over the past 2 years. The report sets out statistical information captured within the page Insights, which gives an insight into the demographic which the page reaches and how the page is used to successfully promote a variety of issues, events and recruitment adverts.

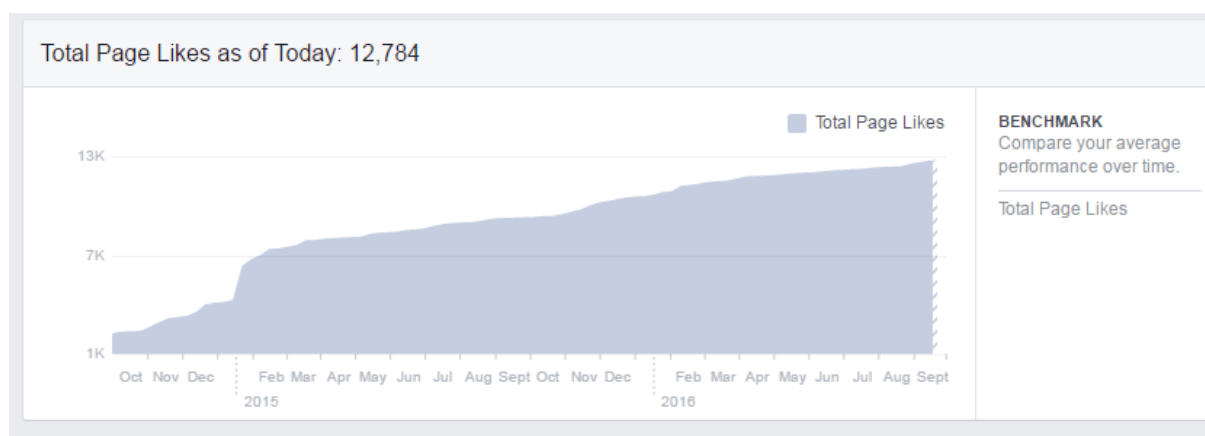
1. Background

- 1.1 Developing the use of social media is one of the twelve objectives of the Highland Council's Corporate Communication Strategy
- To develop the use of social media channels to disseminate messages, increase understanding, promote the ambitions and work of the Council and warn and inform

2. Audience

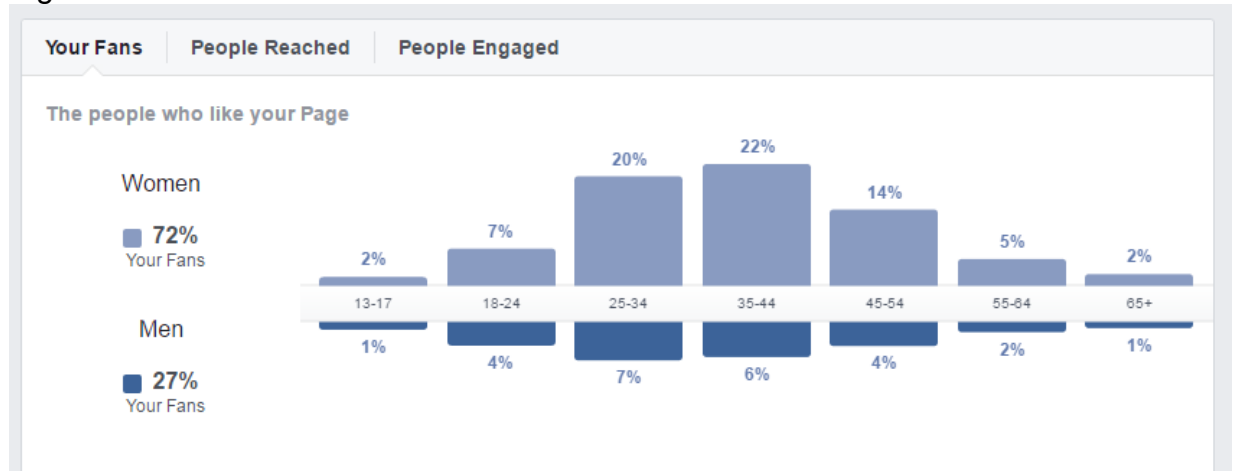
- 2.1 The Highland Council facebook page now has the 4th largest following of the 32 councils in Scotland. Facebook likes have increased to almost 13,000 at September 2016 (from 2,200 in September 2014). (Fig 1)

Fig 1



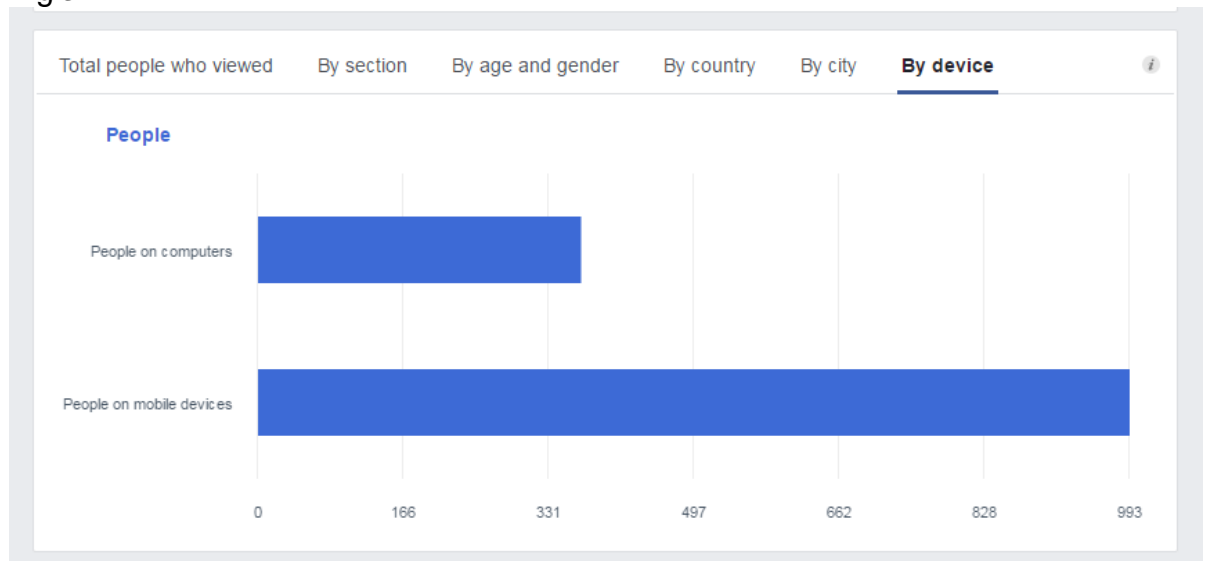
2.2 The Insights section of Facebook gives a detailed demographic breakdown of the gender, age and location of the people who “like” the page. 72% of our audience are women and 27% are men. The largest proportion of followers is in the 25 to 44 age group (55%). However 18% are aged 45 to 54 and 10% are over 55, with 3% of these over 65. 14% are aged 13 to 24. (Fig 2)

Fig 2



2.3 Around two and a half times as many people view our page on a mobile device as opposed to a computer. (Fig 3)

Fig 3



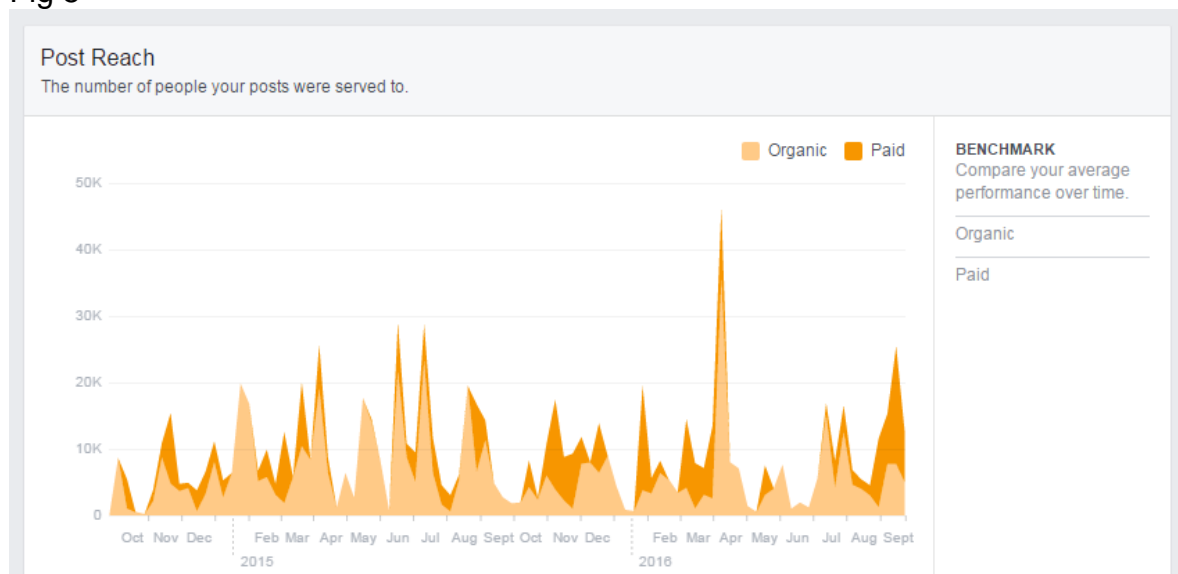
2.4 The vast majority of our audience live in the Highlands and have English as their first language. There are 129 fans who use Polish as their first language. (Fig 4)

Fig 4

Country	Your Fans	City	Your Fans	Language	Your Fans
United Kingdom	12,290	Inverness, Scotland	2,987	English (UK)	9,382
United States of America	134	Culloden, Scotland	502	English (US)	3,032
Australia	31	Thurso, Scotland	422	Polish	129
Canada	30	Wick, Scotland	400	German	24
Italy	20	Dingwall, Scotland	370	French (France)	20
Germany	19	Nairn, Scotland	357	Italian	18
Spain	17	Alness, Scotland	351	Spanish	17
Ireland	13	Fort William, Scotland	349	Spanish (Spain)	16
Brazil	12	Tain, Scotland	235	Portuguese (Brazil)	14
New Zealand	9	Invergordon, Scotland	233	Portuguese (Portugal)	13
Poland	9	Aberdeen, Scotland	231	English (Pirate)	11
Sweden	8	Muir of Ord, Scotland	215	Hungarian	9
Pakistan	8	Corpach, Scotland	205	Arabic	7
France	7	Cononbridge, Scotland	193	Dutch	7
South Africa	6	Aviemore, Scotland	150	Latvian	7
Greece	6	Beauly, Scotland	148	Russian	6
Netherlands	6	Portree, Scotland	141	Greek	5
Norway	5	Grantown on Spey, Sco...	99	Czech	5
Algeria	5	Edinburgh, Scotland	98	English (India)	5

2.5 Our “reach” is the number of people who our posts are served to through following our page, likes and shares, and promoted posts. We can reach around 50,000 people. (Fig 5)

Fig 5



3. How we use Facebook

3.1 Social media following has been substantially increased through consistent engaging and useful content. We are able to extract details for every post which tell us how many people the post reached and how many people engaged with the post, by liking, clicking on a link, making a comment or sharing the post.

Fig 6 shows a sample of activity associated with recent posts.






Fig 6

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/09/2016 14:35	Congratulations to pupils, Kay and Ella Christian, Ben Gregg and	Image	Global	1K	91	Boost post
12/09/2016 12:51	Review of public toilet charges The Highland Council is undertaking	Text	Global	854	938	Boost post
12/09/2016 10:18	The Highland Council shared The Scottish Government's video.	Video	Global	502	181	Boost post
12/09/2016 10:17	The Highland Council shared Highland Military Tattoo's post.	Image	Global	299	364	Boost post
12/09/2016 10:16	High Life Highland	Image	Global	254	161	Boost post
12/09/2016 10:15	The Highland Council shared Highland Military Tattoo's post.	Image	Global	95	60	Boost post
12/09/2016 10:14	The Highland Council shared High Life Highland's post.	Image	Global	1.1K	990	Boost post
09/09/2016 14:51	Nairn Academy 40th Anniversary	Image	Global	0	00	Boost Event
09/09/2016 10:10	The Highland Council shared Mallaig Active Schools's photo.	Image	Global	129	70	Boost post
09/09/2016 10:09	The Highland Council shared Ardmurchan Active Schools's post.	Image	Global	174	81	Boost post
09/09/2016 10:09	The Highland Council shared Grantown Grammar School's post.	Image	Global	267	141	Boost post
09/09/2016 10:07	The Highland Council shared Skye, Lochalsh and Ross & Cromarty's post.	Image	Global	119	70	Boost post

3.2 Promoted posts are posts which are boosted by paying for the post to be targeted at Facebook pages in chosen locations. A post can be targeted at specific age groups, and interest groups, as well as to specific locations. These have been used for a number of topics and events and have had significant success in recruitment saving money in advertising costs.

Fig 7 shows a small sample of recent promoted posts.

Fig 7

Recent Promotions on The Highland Council				+ Create New Promotion
	Boosted Post Ends in 1 hour Provision of Winter Services to The Highland C... Promoted by Ruth HighlandCouncil on 08/29/2...	50,038 People Reached	1,900 Post Engagements	£124.94 Spent of £125.00 Add Budget
	Boosted Post Completed INTERESTED IN LEARNING A TRADE? Applic... Promoted by Ruth HighlandCouncil on 08/23/2...	33,921 People Reached	1,683 Post Engagements	£70.00 Spent of £70.00 Boost Again
	Boosted Post Completed Sign up and help to create a "digital trail" for Ac... Promoted by Ruth HighlandCouncil on 08/22/2...	11,499 People Reached	346 Post Engagements	£50.00 Spent of £50.00 Boost Again
	Boosted Post Completed We are recruiting Primary Head Teachers across... Promoted by Ruth HighlandCouncil on 08/18/2...	55,502 People Reached	1,302 Post Engagements	£99.94 Spent of £100.00 Boost Again
	Boosted Post Completed Wanted! Apprentice Mechanic (Job Reference: ... Promoted by Ruth HighlandCouncil on 08/11/2...	42,704 People Reached	1,075 Post Engagements	£50.00 Spent of £50.00 Boost Again

[See More](#)

3.3 A recent promoted post for the provision of winter services gained a reach of 47,722 people and attracted significant engagement, with people liking and sharing the post. (Fig 8)

Fig 8



- 3.4 Promoted posts have been used very successfully for recruitment advertising. Fig 9 shows the campaign demographics for a post targeted at young apprentices. The post reached nearly 33,000 people.

Fig 9

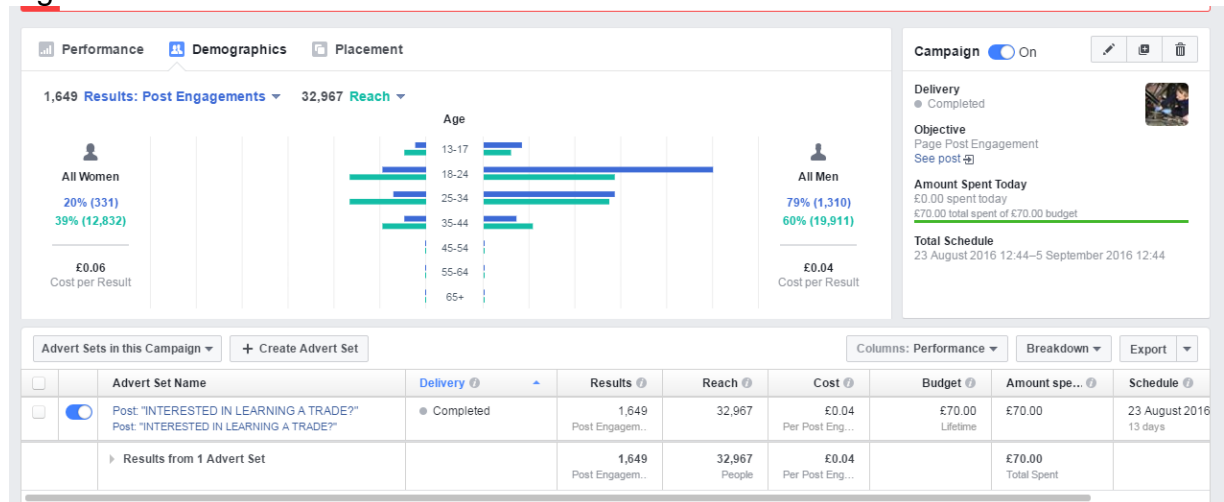
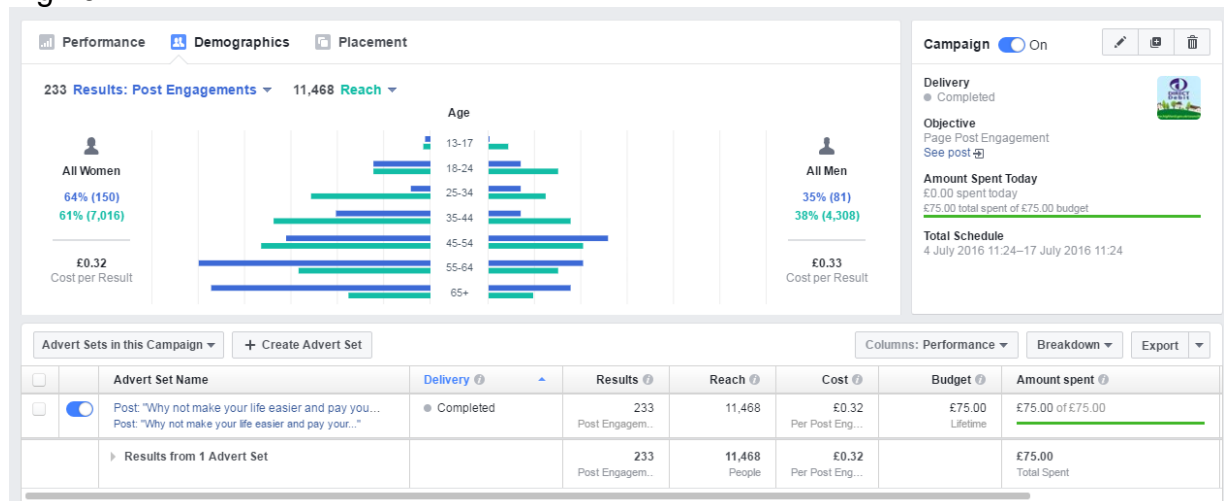


Fig 10 shows campaign data for a campaign to get more people to pay their council tax by direct debit.

Fig 10



- 3.5 It is possible to provide officers a detailed breakdown of useful information on how a promoted post has performed. This can help inform how we target a specific message to a specific audience.

- 3.6 Referrals to the website via social media have steadily increased over the past 2 years. There have been some 18,000 unique page views on the website, referred direct from Facebook posts, since the start of the year.

4. Implications

4.1 Resource:

Promoted posts are a very economical way to reach a target audience for specific topics of interest.

- 4.2 **Legal:**
The Council has legislative duties under the Civil Contingencies Act, Freedom of Information and other Acts, as well as statutory duties to provide specific performance information to the public and the statute of the Public's Right to know.
- 4.3 **Equalities:**
The Communication Strategy aims to reduce inequalities by delivering communications in a range of mechanisms to target a range of audiences including those with special needs.
- 4.4 **Climate Change/Carbon Clever:**
The use of social media reduces the need for printing materials.
- 4.5 **Risk:**
Local Authorities are responsible for warning and informing during emergencies and for cooperating with partners to plan and prepare for as well as manage emergencies. The use of social media is vital to these plans.
- 4.6 **Gaelic and Rural implications:**
There are no Gaelic or rural implications

Recommendation

Members are asked to note the report and the information provided.

Designation: Corporate Communications Manager

Date: 28 September 2016

Author: Ruth Cleland

Background Papers: