

Item 5

17th March 2026

## Glasgow City Region Cabinet



Report by: Director of Regional Economic Growth

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### Glasgow City Region Digital and Social Media Strategy 2026

#### **Purpose of Report:**

This report provides an update to the Cabinet on the performance of Glasgow City Region's digital and social media channels over the last calendar year.

#### **Recommendations:**

The Cabinet is invited to note the content of the report.

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# 1 Purpose of the Report

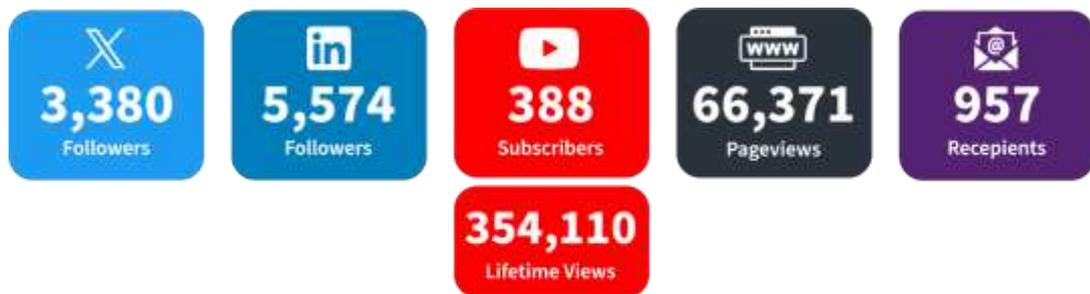
1.1 This report provides an update to the Cabinet on the performance of Glasgow City Region's digital and social media channels over the last calendar year.

# 2 Background

2.1 The Digital and Social Media Strategy is an annual report produced by the Region's Communications and Marketing team. This report provides an overview of our performance for the period to date and over the last calendar year, for the Region's channels including LinkedIn, X (formerly known as Twitter), YouTube, the Glasgow City Region website, and e-marketing activities.

# 3 Our Channels

3.1 Glasgow City Region communicates across five main channels: LinkedIn, X (formerly Twitter), YouTube, the Region's website, and e-marketing activities which include our quarterly newsletters and regular economic briefings from the Intelligence Hub.



3.2 LinkedIn is currently the Region's largest social media platform, with **5,574 followers** by the end of 2025. It also saw audience growth of 38% in the last year (**+1,525 followers**). It remains our main channel for sharing updates with stakeholders, partners, businesses, and government colleagues.

3.3 The Glasgow City Region YouTube channel has **388 subscribers** and hosts **149 videos**, including project updates, programme case studies, and aerial footage of infrastructure projects, many of which were created by or in collaboration with the member councils. This includes a number of project case study videos that were filmed and produced by the Glasgow City Region team in-house. Since its creation, the channel has received **354,110 lifetime video views**.

3.4 The Region's website also remains a key channel for our audiences. It received **66,371 pageviews** in 2025, a **16% increase** in views, despite wider trends suggesting website traffic has declined overall as users increasingly rely on AI-generated summaries.

3.5 Lastly, our email communications, which include regular economic briefings from the Intelligence Hub and quarterly newsletters sent to subscribers, stakeholders and elected members, are sent to **957 recipients**. This list is made up of 457 stakeholders, who receive the emails automatically, and 500 subscribers, who sign up via the Region's website to receive updates.

## 4 Performance

- 4.1 Overall, performance remained strong in 2025 across Glasgow City Region's channels, with continued growth across our main channels and a significant increase in engagement – how often our audiences actively interact with our content, such as clicking links, liking or sharing posts.
- 4.2 As noted above, LinkedIn continued to be the Region's strongest platform, with **engagement rates** – the percentage of people who see a post and then interact with it – **significantly above platform and public sector benchmarks**. This reflects continued interest, particularly among key stakeholders and partners, in Glasgow City Region's programmes and activities.
- 4.3 The Region's website also performed particularly well. Visitors **spent more than twice as long on the site** and **visited more pages per visit**. The website also saw improved performance on Google Search, with our content ranked higher and webpages now typically appearing on the first page of Google results for relevant search terms.
- 4.4 Glasgow City Region e-newsletters were **opened more than 7,000 times**, and the audience click rate – which measures how many recipients who open the email also click on a link within the email – rose from **21% to 35%**, **significantly above typical industry benchmarks** for public sector email communications.
- 4.5 Performance on X reflected wider platform changes. We saw a decline in followers and a significant reduction in impressions (how many users see each post), with evidence suggesting this is largely due to changes to the site itself. The Region's X account saw a 2% decline in followers in 2025, however, evidence suggests the platform itself saw a 17% decline (a loss of 3.9 million users) in the UK during the same period.

## 5 Summary

- 5.1 Overall, the Region's digital channels continue to perform well, reaching relevant audiences and increasing awareness of the Region's programmes and activities.
- 5.2 Looking to the year ahead, the Strategy focuses on maintaining this strong engagement, while continuing to grow our audiences and increase awareness of Glasgow City Region's work.
- 5.3 Key priorities for this year include further developing LinkedIn as the Region's primary channel; strengthening the website – including a review of the main navigation menu and an update to content on key pages; and implementing new e-marketing software in order to improve and expand our email communications.
- 5.4 The Strategy also proposes trialling a small number of new approaches. In particular, it sets out the intention to pilot podcast or webinar content in order to broaden our reach. A pilot proposal, including evaluation of resource requirements, will be set out in the first half of the year. This approach aims to reach a greater number of Glasgow City Region residents, by collaborating with the councils to provide more tangible and human-centred case studies which demonstrate the direct benefits of the Region's activities to local communities.

## **6 Recommendations**

6.1 The Cabinet is invited to note the content of the report.