

Scotland's Local Councils: Tweet Breakdown by Type



Twitter Account/ Date Established	Year	No. Followers	No. Tweets	Tweets Per Day	Plain Tweet %	Reply %	Link %	Mention %	RT %
Aberdeen City 4/03/10	Oct 2011	1,530	1,510	2.7	7.0	2.5	72.8	0.4	17.3
	Dec 2013	8,119	10,501	8.0	9.4	6.9	58.3	1.0	23.5
Aberdeenshire 09/02/09	Oct 2011	2,779	1,806	1.9	2.7	3.2	90.3	0	3.8
	Dec 2013	9,736	5,022	3.0	11.5	12.6	50.3	1.3	22.0
Angus 05/12/10	Oct 2011	227	505	1.7	4.4	0.4	92.7	0.4	2.0
	Dec 2013	3,481	2,472	2.0	15.3	2.6	71.9	0.7	9.1
Argyll and Bute 6/10/09	Oct 2011	1,279	716	1.0	19.4	2.4	75.7	0.4	2.1
	Dec 2013	5,584	2,089	1.4	24.1	3.2	67.4	0.5	4.8
Clackmannanshire 14/04/09	Oct 2011	1,365	1,099	1.2	1.6	6.3	81.3	0.2	1.5
	Dec 2013	3,892	4,183	3.0	13.1	6.1	61.8	0.4	17.2
Dumfries and Gallow. 08/02/10	Oct 2011	94	53	0.1	15.1	9.4	67.9	3.8	3.8
	Dec 2013	3,553	1,337	1.0	8.9	3.5	33.2	1.4	51.5
Dundee City 12/08/10	Oct 2011	2,212	312	0.8	20.0	0	73.7	0	0.3
	Dec 2013	8,288	913	0.8	9.1	0	90.5	0	0.3
East Ayrshire 24/06/08	Oct 2011	1,541	1,338	1.1	5.5	0.7	92.6	0.1	1.0
	Dec 2013	5,498	4,887	3.0	12.1	13.0	35.8	2.1	16.6
East Dunbartonsh. 06/12/10 *	Oct 2011	0	0	0	0	0	0	0	0
	Dec 2013	4,208	2,372	2.0	35.0	0.7	57.3	3.8	3.1
East Lothian District 29/11/10	Oct 2011	782	692	2.3	17.9	9.4	27.9	3.0	41.8
	Dec 2013	5,244	3,773	3.0	5.2	13.7	29.4	1.1	49.9
East Renfrewshire 15/04/09	Oct 2011	3,269	1,519	1.7	9.7	17.9	58.5	2.7	9.7
	Dec 2013	7,888	5,087	3.0	10.0	30.8	38.8	2.1	14.6
Edinburgh City 28/04/09	Oct 2011	8,165	1,756	2.0	30.1	3.9	61.6	1.1	3.4
	Dec 2013	24,256	5,856	4.0	10.5	25.1	41.3	1.8	19.0
Falkirk 08/04/09	Oct 2011	2,047	242	0.3	1.3	7.0	74.0	0	6.0
	Dec 2013	7,565	2,407	1.4	4.4	14.6	30.8	1.5	47.9
Fife 16/07/10	Oct 2011	3,829	2,589	5.9	12.4	3.1	45.6	1.5	36.8
	Dec 2013	11,926	13,053	11.0	4.7	13.0	35.8	1.1	44.2
Glasgow City 23/09/08	Oct 2011	13,175	1,180	1.1	32.1	1.6	60.2	0.3	3.2
	Dec 2013	37,258	2,971	1.6	29.1	4.2	49.6	1.0	12.5
Highland 16/06/09	Oct 2011	1,167	1,540	1.8	5.8	5.0	84.7	1.2	3.3
	Dec 2013	6,677	7,135	4.0	8.5	6.9	65.1	1.2	18.4
Inverclyde 26/01/09	Oct 2011	272	187	0.2	0	0	100	0	0
	Dec 2013	3,295	2,924	0.5	3.6	4.8	84.1	0.9	4.9
Midlothian 05/03/10	Oct 2011	803	569	1.0	15.6	7.9	70.3	0.7	5.4
	Dec 2013	5,392	1,698	1.2	22.3	4.4	66.3	1.1	4.7
Moray 11/05/09	Oct 2011	292	113	0.1	9.7	0.9	89.4	0	0
	Dec 2013	2,831	2,277	1.4	3.7	4.8	48.4	0.3	42.6
North Ayrshire 18/09/09	Oct 2011	1,094	183	0.6	15.0	1.6	79.2	1.3	2.7
	Dec 2013	6,091	4,154	3.0	17.0	13.5	44.6	2.1	19.5
North Lanarkshire 19/11/10	Oct 2011	3,585	1,092	3.5	48.6	0.5	37.5	0.6	12.7
	Dec 2013	7,012	4,100	4.0	30.8	17.1	33.2	1.3	17.3
Orkney Islands 31/10/08	Oct 2011	1,892	152	0.1	84.2	0	15.8	0	0
	Dec 2013	4,691	694	0.4	48	2.0	39.0	0.6	9.4

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Perth and Kinross 07/12/10	Oct 2011 Dec 2013	529 5,557	530 5,926	1.8 5.0	0.2 9.8	0 5.1	99.4 53.8	0.2 1.5	0.2 28.3
Renfrewshire 28/04/10	Oct 2011 Dec 2013	1,999 8,268	621 4,116	1.2 3.0	10.3 27.0	6.3 12.1	72.8 43.1	1.4 1.0	9.2 9.9
Scottish Borders 22/05/09	Oct 2011 Dec 2013	143 3,879	50 2,694	0.1 2.0	30 12.2	2.0 17.4	60.0 51.5	8.0 1.8	0 16.0
Shetland Islands 19/06/12	Oct 2011 Dec 2013	0 1,041	0 1,135	0 2.0	0 11.8	0 8.2	0 33.5	0 1.9	0 44.1
South Ayrshire 01/06/09	Oct 2011 Dec 2013	1,654 5,851	4,548 12,440	5.4 8.0	15.8 13.2	2.2 5.4	78.1 63.5	0 0.7	3.3 15.5
South Lanarkshire 09/03/10	Oct 2011 Dec 2013	3,427 11,740	1,683 4,500	3.0 3.0	13.3 12.7	19.8 12.6	40.9 48.1	0.3 0.7	25.7 25.4
Stirling 22/08/08	Oct 2011 Dec 2013	2,912 8,038	2,451 4,350	9.3 2.0	11.9 8.0	7.3 8.0	68.6 72.5	0.9 1.0	10.8 9.9
West Dunbarton 04//05/11	Oct 2011 Dec 2013	125 2,750	86 1,284	0.6 1.4	12.8 19.1	0 10.8	87.2 54.9	0 1.6	0 7.5
West Lothian 21/04/09	Oct 2011 Dec 2013	1,690 6,411	3,363 7,505	3.8 5.0	16.3 2.5	0.3 0.5	81 93.2	0 0	2.2 3.7
Western Isles 19/06/12	Oct 2011 Dec 2013	0 2,208	0 183	0 2.0	0 11.8	0 8.2	0 33.5	0 1.9	0 44.1
Totals/Averages	Oct 2011 Dec 2013	63,878 238,228	32,485 134,038	2.3 3.0	16.1 14.5	4.1 9.1	70.3 52.5	1.0 1.2	7.2 20.5

Source: Derived from www.twtrland.com

Note: East Dunbartonshire was an unofficial account in October, 2011 and therefore not included in the results. It is now official.