## **APPENDIX 3**

## Outer East Community Committee Facebook highlights 7 Dec 2016 - 6 March 2017

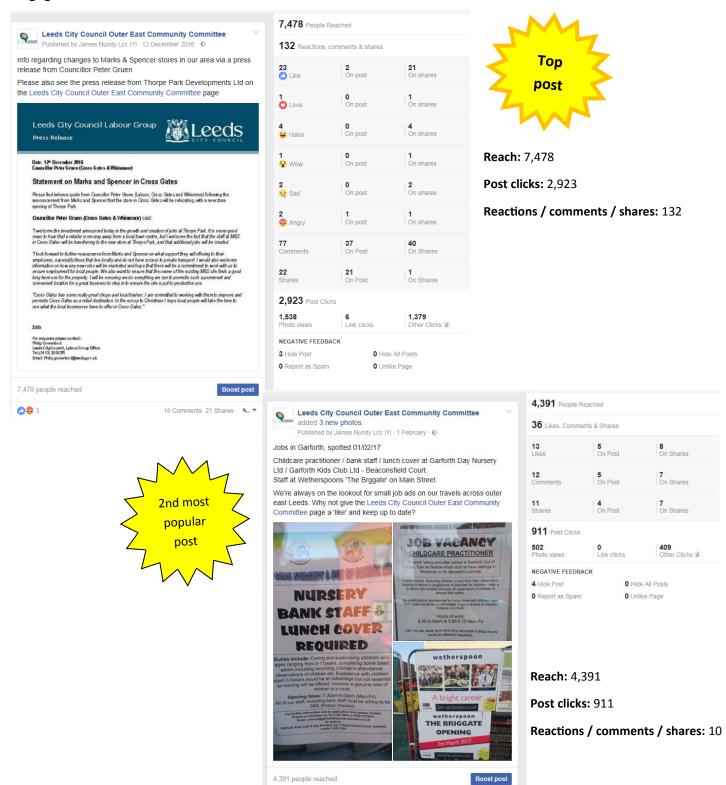
**Top 4 most popular posts** ('post clicks' to expand the text + 'reactions, comments or shares'):

Whilst still leading the way, the page has gained 133 new page 'likes' in the last 12 weeks and currently has 1,642 followers, which is 223% more than the next most popular Community Committee page.

There are two things to note:

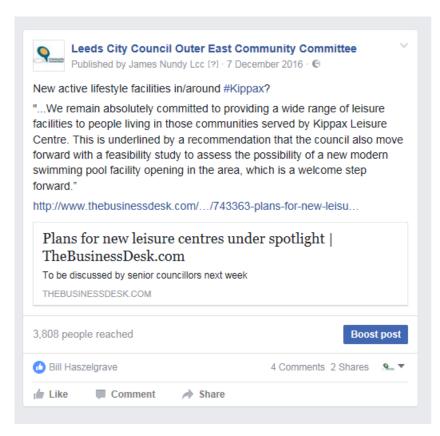
- 'reach' is the number of people the post was delivered to
- 'engagement' is number of reactions, comments or shares

Engagement is a better marker for seeing if people are interested in the posts because they need to interact with it. Eg a post might reach 1,000 people but if they all scroll past and don't read it, the engagement is 0.

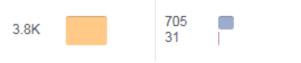


1 Julie Wormwell, Amy Dickinson and 3 others

3 Comments 2 Shares 9-1





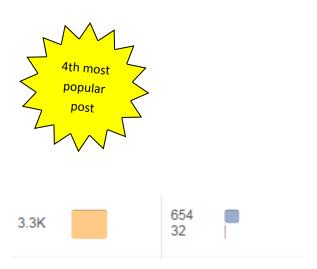


**Reach:** 3,808

Post clicks: 705

Reactions / comments / shares: 31





**Reach:** 3,340

Post clicks: 654

Reactions / comments / shares: 32