Outer East Community Committee Facebook highlights 31 May 2017 - 16 Aug 2017

Whilst still leading the way, the page has gained 137 new page 'likes' in the last 12 weeks and currently has 1,867 followers, which is 230% more than the next most popular Community Committee page. 'Reach' is the number of people the post was delivered to whereas 'engagement' is number of reactions, comments or shares.

Members are reminded that in Facebook terms, 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. That said, posts can be read without any further interaction!







