

# Outer South Community Committee FACEBOOK highlights

## 24th August - 3rd November 2017

Since 24th August 2017 the Outer South Community Committee Facebook page has gained:

- 55 new page 'likes' (and currently has)
- 618 followers

This means that this is the *fourth* most popular Community Committee page—but we're continuing to work on this!

There are two things to note in general:

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

Engagement tends to be a better way of gauging if people are interested and have read the posts, because they wouldn't have interacted with it otherwise. For example, a post might reach 1,000 people but if they all scroll past and don't read it, the engagement is 0 and it hasn't been an effective way for the Community Committee to communicate.

Having said that, posts can be read without any further interaction!!

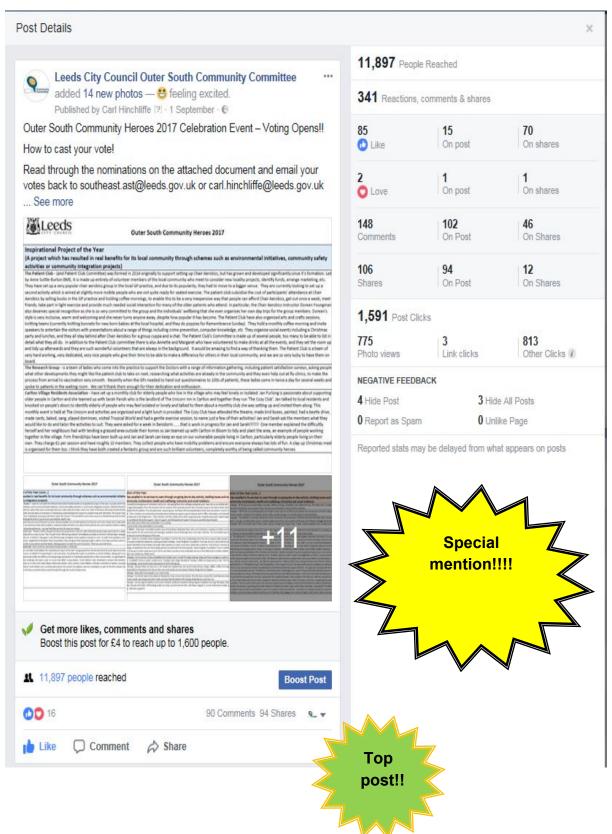
By far the most popular post since the 24<sup>th</sup> August was the posting regarding the **Outer South Community Heroes voting process** which:

- has been shared 106 times
- commented upon 148 times
- has 1591 specific post clicks
- has reached a total of 11,897 people

On the following pages are screenshots of the most popular three posts since the 24<sup>th</sup> August 2017. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

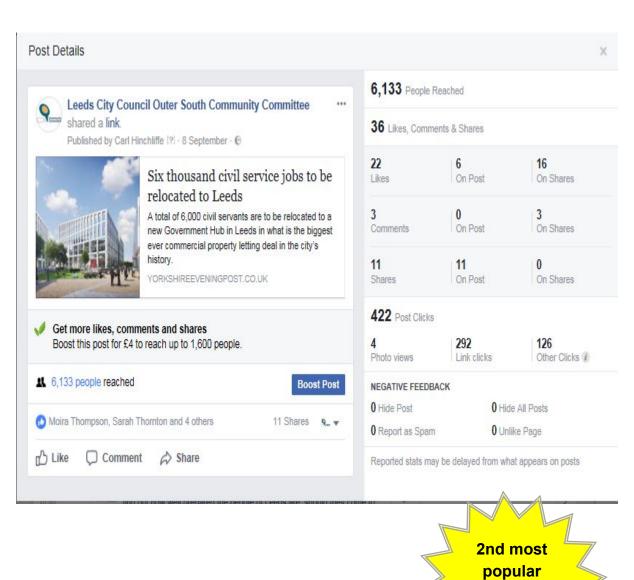
#### **1st Place - Outer South Community Heroes**

11,897 people had this post delivered to them and 1,591 opened it to read it in more detail.



## 2<sup>nd</sup> Place – Six Thousand Civil Service Jobs to be Relocated to Leeds

**6,133** people had this post delivered to them and **422** people opened it to read it in detail.



# 3<sup>rd</sup> Place - Outer South Community Heroes Awards ceremony photographs

**3,696** people had this post delivered to them and **161** people opened it for further details. A further **34** people make specific comments about the night.

