

Outer South Community Committee FACEBOOK highlights

3rd November 2017 – 26th January 2018

Since 3rd November 2017 the Outer South Community Committee Facebook page has gained:

- 47 new page 'likes' (and currently has)
- 665 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, all posts can be read without any further interaction!!

By far the most popular post since the 24th August was the posting regarding the **Outer South Community Committee Youth Activity Fund** and a request for expressions of interest:

- has been shared 88 times
- commented upon 8 times
- has 287 specific post clicks
- has reached a total of 7,934 people

On the following pages are screenshots of the most popular three posts since the 3rd November 2017. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

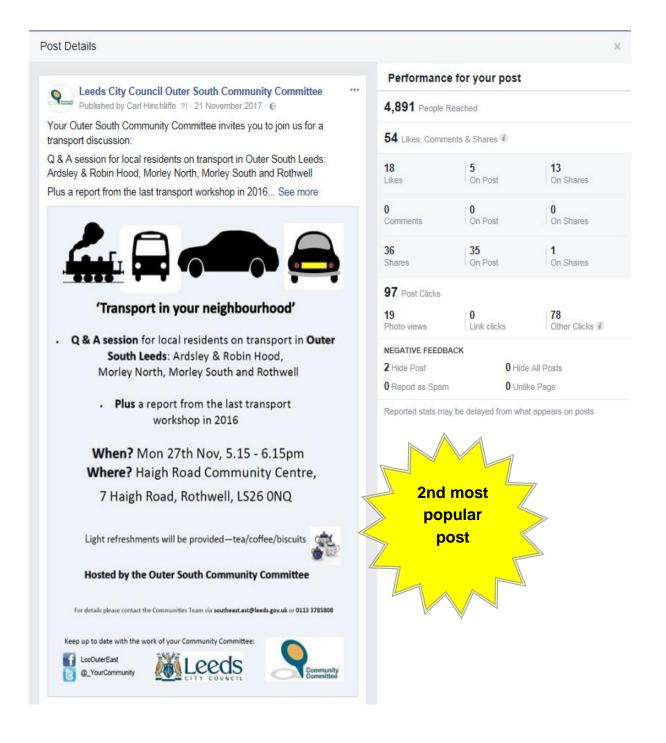
1st Place - Outer South Community Committee Youth Activity Fund

7,934 people had this post delivered to them and 287 opened it to read it in more detail.



2nd Place – Invitiation to the Community Committee transoprt workshop

4,891 people had this post delivered and 97 people opened it to read it in more detail.



3rd Place - Xmas bin collections

4,275 people had this post delivered to them and **227** people opened it for further details. A further **25** people shared the post about the Xmas bin collections.

