

## Outer South Community Committee FACEBOOK highlights

26<sup>th</sup> January 2018 – 5<sup>th</sup> June 2018

Since 26<sup>th</sup> January 2018 the Outer South Community Committee Facebook page has gained:

• 51 new page 'likes' (and currently has) 706 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 26<sup>th</sup> January was the posting regarding the Leeds Play Streets Give Away:

- has been shared 23 times
- commented upon 2 times
- has reached a total of 5,263 people

On the following pages are screenshots of the most popular three posts since the 26<sup>th</sup> January 2018. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

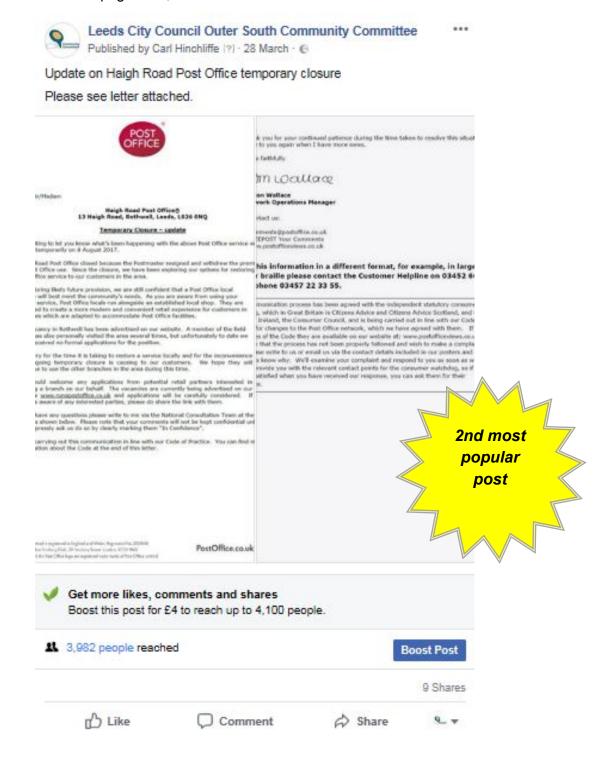
## 1st Place - Leeds Pay Streets Give Away

**5,263** people had this post delivered to them and **300** opened it to read it in more detail. There was also **28** page likes as a result of this post, alongside **23** comments and shares.



## 2<sup>nd</sup> Place – Information on the temporary closure of Haigh Road Post Office

**3,982** people had this post delivered and **86** people opened it to read it in more detail. There was also **9** page likes, comments and shares.



## 3<sup>rd</sup> Place – New Disability Group: Leeds Disabled People Organisation

**2,652** people had this post delivered to them. A further **13** people shared the post and there was **2** page likes as a result of the information.

