

Outer South Community Committee FACEBOOK highlights

18th September – 2nd November 2018

Since 18th September 2018 the Outer South Community Committee Facebook page has gained:

• 15 new page 'likes' (and currently has) 746 followers

This means that this is the *fourth* most popular Community Committee page.

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.

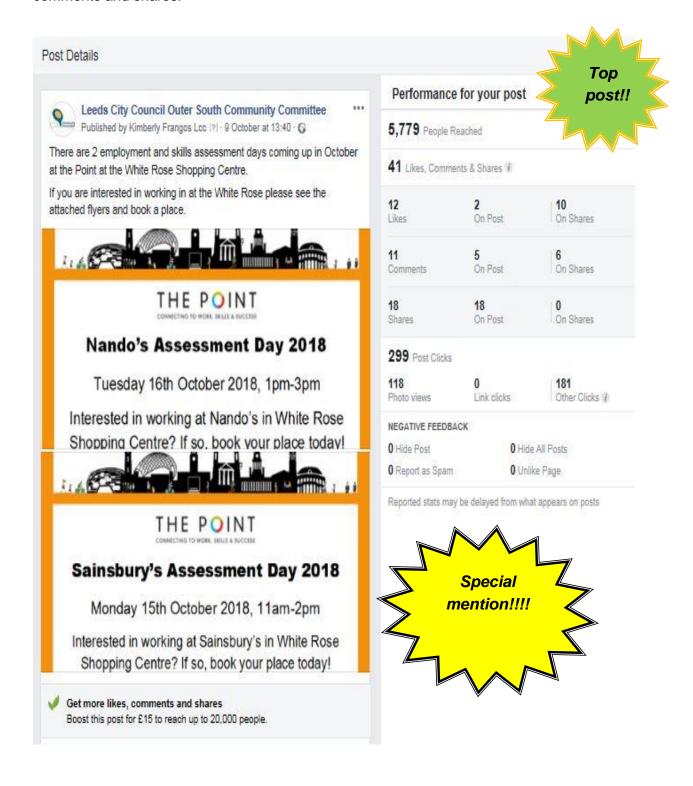
Having said that, all posts can be read without any further interaction!!

By far the most popular post since the 18th September was the posting regarding a recruitment assessment day at the White Rose Centre which:

- has been shared 18 times
- commented upon 11 times
- has reached a total of 5,779 people

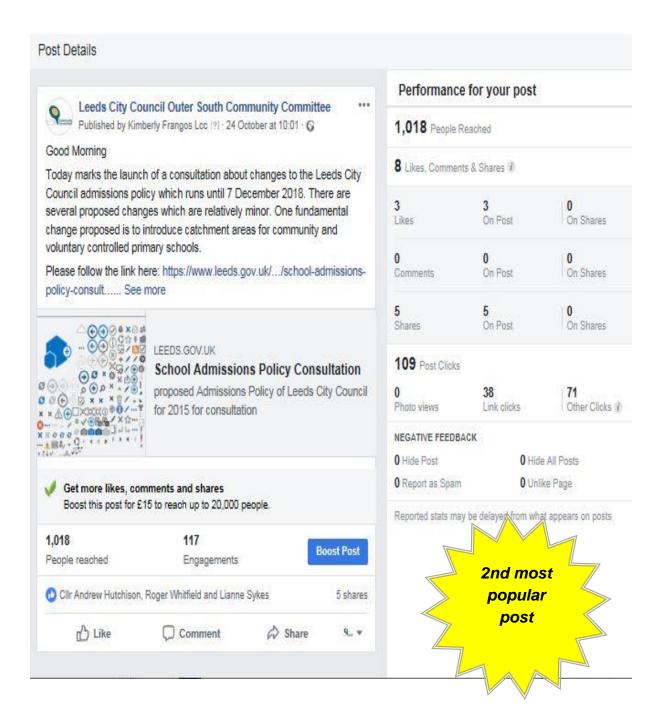
On the following pages are screenshots of the most popular three posts since the 18th September. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

5,779 people had this post delivered to them and it had **299** post clicks, with **41** likes, comments and shares.



2nd Place – Consultation on changes to Leeds City Council's School Admissions Policy

1,018 people had this post delivered, with **109** post clicks. There was also **3** post likes and **5** shares.



3rd Place – Rothwell & District Live at Home Scheme celebrations for the International Day for Older People 2018 (funded by the Community Committee)

608 people had this post delivered to them. There were **61** post clicks, with **31** photo views. A further **6** people commented on the post.

