

Outer East Community Committee social media update

Current page Likes: 2,236
 Current page followers: 2,262
 (as at 12/02/2019)

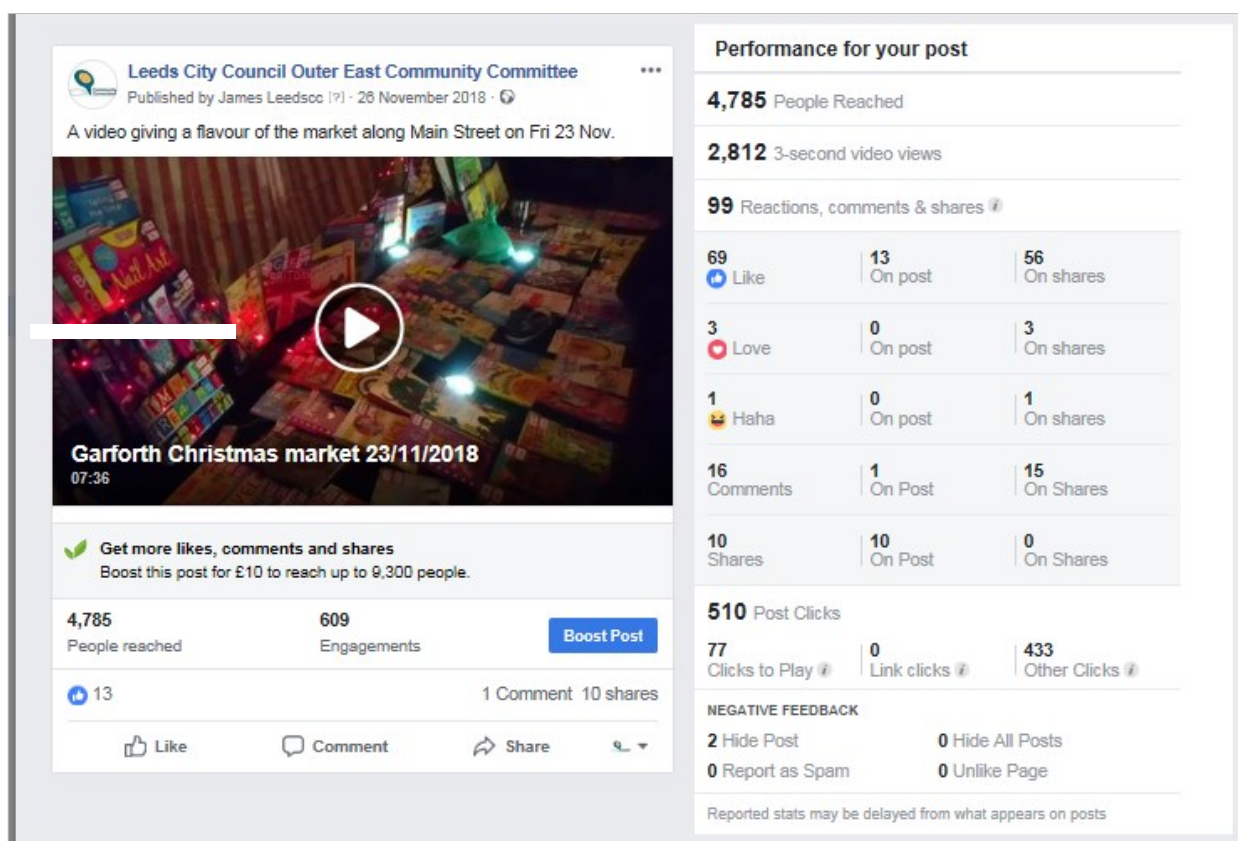
Reach is the number of people the post was delivered to

Engagement is number of reactions, comments or shares.

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/expand it, the engagement level is zero.

Whilst still leading the way, the Outer East page currently has 2,236 followers, making it still the most popular Community Committee page.

The Committee is encouraged to Like and Share relevant information from the page and promote the page when possible. The quick search is: @LccOuterEast



The table overleaf shows the full list of posts to the Outer East page over the last month, with the most recent posts at the top. The red ovals highlight which posts were delivered to the most people (reach) and which received the most engagement (likes, comments or shares). Over the last month the page has seen steady viewing with a total reach of approx 12,000.