



## Outer South Community Committee

### FACEBOOK highlights

2<sup>nd</sup> November 2018 – 8<sup>th</sup> March 2019

## Appendix 2

Since 2<sup>nd</sup> November 2018 the Outer South Community Committee Facebook page has gained: **20 new page 'likes'** (and currently has) **766 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 2<sup>nd</sup> November was the posting regarding a Money Buddies Service delivering from Lofthouse Church every 2<sup>nd</sup> and 4<sup>th</sup> Thursday of the Month:

- has been shared 9 times
- **has reached a total of 3,117 people**

The following are screenshots of the most popular three posts since the 2<sup>nd</sup> November. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

**1st Place – 3,117** people had this post delivered to them and it had 84 post clicks, with **15** likes, comments and shares.



**Leeds City Council Outer South Community Committee**  
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New Money Buddies Sessions starting in Lofthouse at Christ Church. The first session will be Thursday 21st December and then sessions will be every 2nd and 4th Thursday of the Month from 9am - 12pm..

**Money Buddies**

**SERVICES**  
Apply for Energy Grants  
That could Wipe out or Reduce Gas, Electric or Water Arrears  
For Help towards Paying the Overdue Bedroom Tax  
An Easy Way to Access Confidential Debt Advice  
Help With Completing Financial Statements or Budget Planners to support your letters  
Checks to see if you're getting what you're entitled to from the government  
Find cheaper Gas and Electricity Deals. We'll help you switch  
Open Credit Union Accounts  
New Ideas to Get Your Money To Go Farther and last Longer  
Safety Report Loan Sharks  
Plus Much More

**Coming Soon**  
Lofthouse Christ Church  
Starting Thursday 21 December  
Then every 2<sup>nd</sup> and 4<sup>th</sup> Thursday of the Month From January  
9am - 12pm

**"FREE HELP"**  
With Debts, Arrears, Energy Grants plus MUCH MORE  
0113 2350276

Get more likes, comments and shares  
Boost this post for £4 to reach up to 5,600 people.

3,117 People reached 99 Engagements [Boost Post](#)

**Performance for your post**

**3,117** People Reached

**15** Reactions, comments & shares

|            |           |             |
|------------|-----------|-------------|
| 4 Like     | 1 On post | 3 On shares |
| 1 Haha     | 0 On post | 1 On shares |
| 1 Angry    | 0 On post | 1 On shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 9 Shares   | 8 On Post | 1 On Shares |

**84** Post Clicks

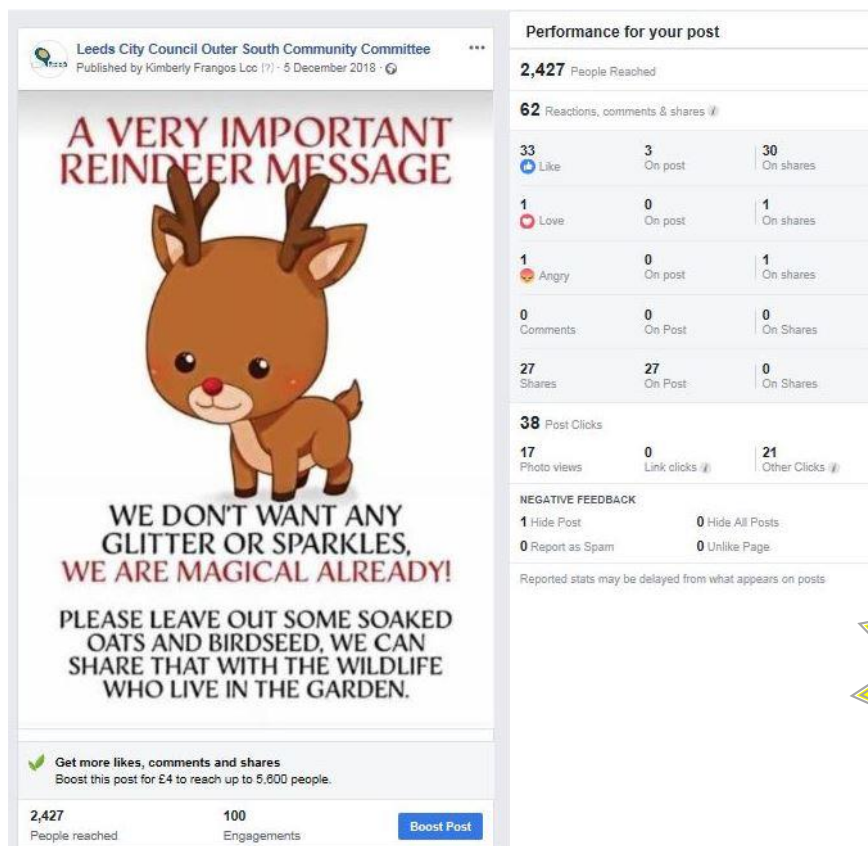
|                |               |                 |
|----------------|---------------|-----------------|
| 30 Photo views | 0 Link clicks | 54 Other Clicks |
|----------------|---------------|-----------------|

**NEGATIVE FEEDBACK**

|                  |                  |
|------------------|------------------|
| 2 Hide Post      | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page    |

## 2<sup>nd</sup> Place – Christmas Themed Environmental post

2,427 people had this post delivered, with 38 post clicks. There was also 33 post likes and 27 shares.



## 3<sup>rd</sup> Place – Active Leeds Sport Traineeship

2,237 people had this post delivered to them. There were 67 post clicks, with 16 photo views. A further 7 people commented on the post.

