

Inner East Community Committee

FACEBOOK highlights

2nd May 2019 - 2nd June 2019

Since 2nd May 2019 the Inner East Community Committee Facebook page has gained: 11 new page 'likes' (and currently has) 867 followers.

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. Posts can however be read without any further interaction.

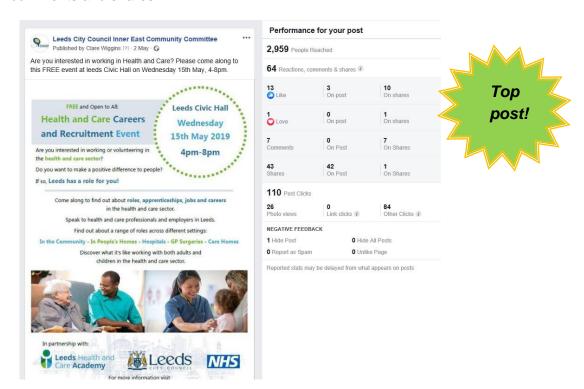
By far the most popular post since the 2nd May was the posting regarding a Health and Care Careers and Recruitment Event at the Civic Hall on 15th May. The post:

- has been shared 43 times
- has reached a total of 2,959 people

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

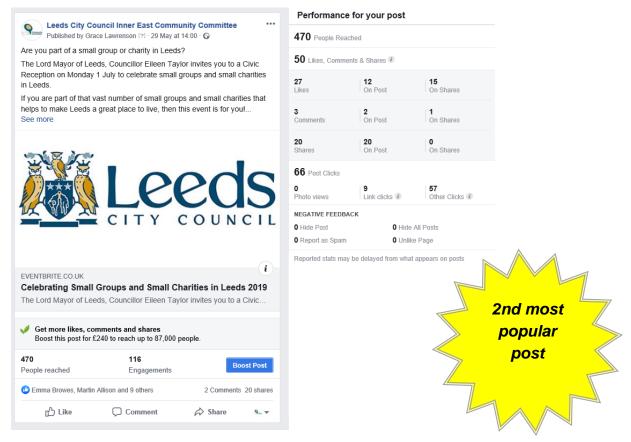
1st Place - Health and Care Careers and Recruitment Event

2,959 people had this post delivered to them and it had 110 post clicks, with 64 likes, comments and shares.



2nd Place – Celebrating Small Groups and Charities post

470 people had this post delivered, with 66 post clicks. There were also 27 post likes and 20 shares.



3rd Place – Our Neighbours Campaign post

676 people had this post delivered to them, with 55 post clicks. There were also 16 post 'likes' and 'loves' and 4 shares.

