



Inner East Community Committee

FACEBOOK highlights

2nd May 2019 – 2nd June 2019

Appendix 2

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.

Leeds City Council Inner East Community Committee
Published by Clare Wiggins (7) · 2 May · 🌐

Are you interested in working in Health and Care? Please come along to this FREE event at Leeds Civic Hall on Wednesday 15th May, 4-8pm.

FREE and Open to All:
Health and Care Careers and Recruitment Event

Are you interested in working or volunteering in the **health and care sector**?
Do you want to make a positive difference to people?
If so, **Leeds has a role for you!**

Come along to find out about roles, **apprenticeships, jobs and careers** in the health and care sector.

Speak to health and care professionals and employers in Leeds.
Find out about a range of roles across different settings:
In the Community - In People's Homes - Hospitals - GP Surgeries - Care Homes

Discover what it's like working with both adults and children in the health and care sector.



Leeds Civic Hall
Wednesday
15th May 2019
4pm-8pm

In partnership with:
  

For more information visit: [leedscc.org.uk](#)

Performance for your post

2,959 People Reached

64 Reactions, comments & shares ⓘ

13 Like	3 On post	10 On shares
1 Love	0 On post	1 On shares
7 Comments	0 On Post	7 On Shares
43 Shares	42 On Post	1 On Shares

110 Post Clicks

26 Photo views	0 Link clicks ⓘ	84 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



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.

**Leeds City Council Inner East Community Committee**
Published by Grace Lawrenson [?] · 29 May at 14:00 · 

Are you part of a small group or charity in Leeds?
The Lord Mayor of Leeds, Councillor Eileen Taylor invites you to a Civic Reception on Monday 1 July to celebrate small groups and small charities in Leeds.
If you are part of that vast number of small groups and small charities that helps to make Leeds a great place to live, then this event is for you!...
[See more](#)

**Leeds**
CITY COUNCIL

EVENTBRITE.CO.UK
Celebrating Small Groups and Small Charities in Leeds 2019
The Lord Mayor of Leeds, Councillor Eileen Taylor invites you to a Civic...

 **Get more likes, comments and shares**
Boost this post for £240 to reach up to 87,000 people.

470
People reached

116
Engagements

Boost Post

 Emma Browes, Martin Allison and 9 others

2 Comments 20 shares

 Like

 Comment

 Share



Performance for your post

470 People Reached

50 Likes, Comments & Shares 

27 Likes	12 On Post	15 On Shares
3 Comments	2 On Post	1 On Shares
20 Shares	20 On Post	0 On Shares

66 Post Clicks

0 Photo views	9 Link clicks 	57 Other Clicks 
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

2nd most popular post

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.

**Leeds City Council Inner East Community Committee**
Published by Grace Lawrenson [?] · 13 May at 14:35 · 

From asking your neighbour if they need anything next time you pop to the shops, to offering to take in their parcels - there are lots of simple things you can do to look out for someone nearby. Get other tips here:
ourneighbours.org.uk
[#OurNeighbours](#)

 **Get more likes, comments and shares**
Boost this post for £240 to reach up to 87,000 people.

676
People reached

76
Engagements

Boost Post

 Mel O'neary

4 shares

 Comment

 Share



Performance for your post

676 People Reached

21 Reactions, comments & shares 

12 Like 	0 On post	12 On shares
4 Love 	1 On post	3 On shares
1 Comments	0 On Post	1 On Shares
4 Shares	4 On Post	0 On Shares

55 Post Clicks

0 Photo views	7 Link clicks 	48 Other Clicks 
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

3rd most popular post