

## **Outer West Community Committee**

## **FACEBOOK** highlights

20th February 2019 - 25th June 2019

Since 20<sup>th</sup> February 2019 the Outer West Community Committee Facebook page has gained: **8 new page 'likes'** (and currently has) **995 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.

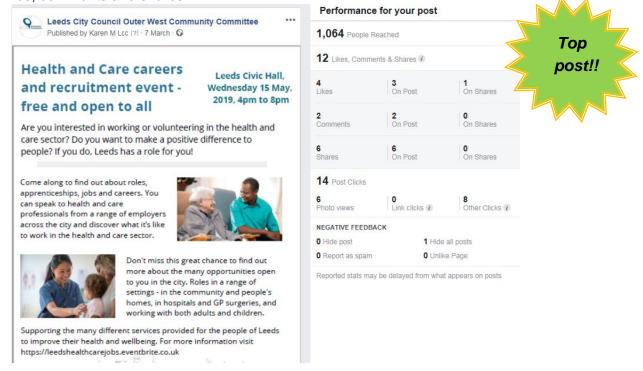
Having said that, all posts can be read without any further interaction!!

By far the most popular post since the 20<sup>th</sup> February was the posting regarding Health and Care careers and recruitment event.

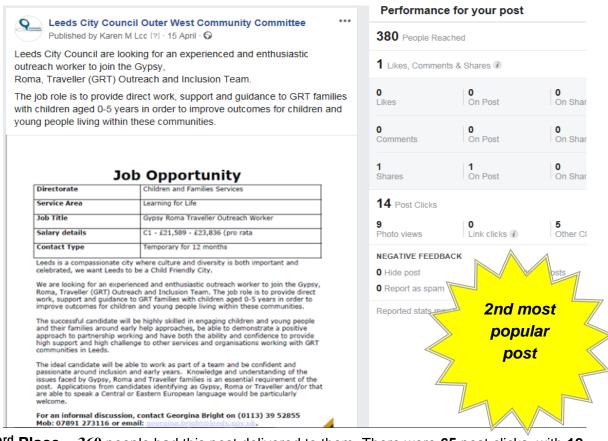
- has been shared 6 times
- has reached a total of 1,064 people

The following are screenshots of the most popular three posts since the 20<sup>th</sup> March. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

**1st Place – 1,064** people had this post delivered to them and it had 14 post clicks, with **12** likes, comments and shares.



**2<sup>nd</sup> Place – 380** people had this post delivered, with 14 post clicks. There was also **1** post likes and shares.



**3<sup>rd</sup> Place – 360** people had this post delivered to them. There were **65** post clicks, with **12** likes, comments and shares.

