



Outer West Community Committee

FACEBOOK highlights

26th June 2019 – 3rd September 2019

Appendix 1

Since 26th June 2019 the Outer West Community Committee Facebook page has gained: **39 new page 'likes'** (and currently has) **1032 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.

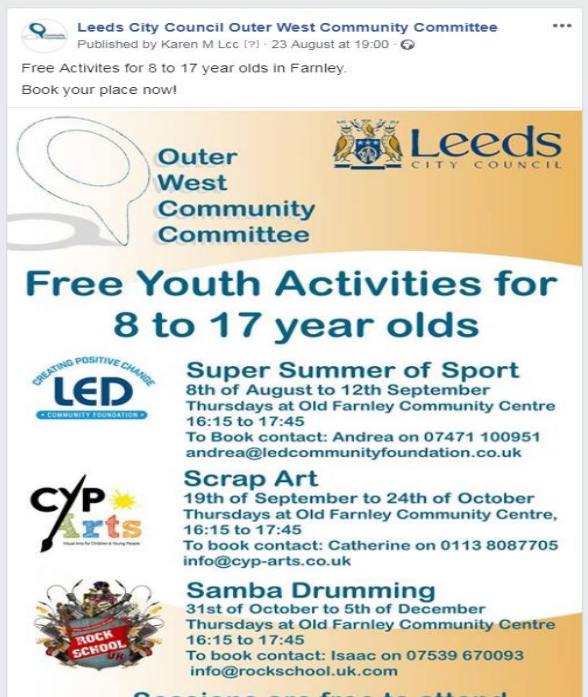
Having said that, all posts can be read without any further interaction!!

By far the most popular post since the 26th June was the posting regarding Free Youth Activities in Farnley.

- **has been shared 53 times**
- **has reached a total of 13,284 people**

The following are screenshots of the most popular three posts since the 26th June. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – 13,284 people had this post delivered to them and it had 209 post clicks, with **84** likes, comments and shares.



Leeds City Council Outer West Community Committee
Published by Karen M Lcc [?] · 23 August at 19:00 · 🌐

Free Activities for 8 to 17 year olds in Farnley.
Book your place now!

Outer West Community Committee

Free Youth Activities for 8 to 17 year olds

LED **Super Summer of Sport**
8th of August to 12th September
Thursdays at Old Farnley Community Centre
16:15 to 17:45
To Book contact: Andrea on 07471 100951
andrea@ledcommunityfoundation.co.uk

CYP Arts **Scrap Art**
19th of September to 24th of October
Thursdays at Old Farnley Community Centre,
16:15 to 17:45
To book contact: Catherine on 0113 8087705
info@cyp-arts.co.uk

ROCK SCHOOL **Samba Drumming**
31st of October to 5th of December
Thursdays at Old Farnley Community Centre
16:15 to 17:45
To book contact: Isaac on 07539 670093
info@rockschool.uk.com

Sessions are free to attend

Performance for your post

13,284 People Reached

84 Likes, Comments & Shares 🗨

28 Likes	4 On Post	24 On Shares
3 Comments	3 On Post	0 On Shares
53 Shares	46 On Post	7 On Shares

209 Post Clicks

121 Photo views	0 Link clicks 📄	88 Other Clicks 📄
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NEGATIVE FEEDBACK

1 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Top post!!

2nd Place – 8,055 people had this post delivered, with 167 post clicks. There was also **47** likes, comments and shares.

Leeds City Council Outer West Community Committee
Published by Karen M Lcc (?) · 24 August at 12:00 ·

Free Youth Activities in Farsley for 8 to 17 year olds.
Book your place now.

Outer West Community Committee

Free Youth Activities for 8 to 17 year olds

Super Summer of Sport
6th of August to 10th September
Tuesdays at St. John's Church Hall, Farsley
16:45 to 18:15
To Book contact: Andrea on 07471 100951
andrea@ledcommunityfoundation.co.uk

Scrap Art
17th of September to 22nd of October
Tuesdays at St. John's Church Hall, Farsley
16:45 to 18:15
To book contact: Catherine on 0113 8087705
info@cyp-arts.co.uk

Samba Drumming
29th of October to 3rd of December
Tuesdays at St. John's Church Hall, Farsley
16:45 to 18:15
To book contact: Isaac on 07539 670093
info@rockschool.co.uk

Sessions are free to attend

Performance for your post

8,055 People Reached

47 Reactions, comments & shares

22 Like	3 On post	19 On shares
1 Love	0 On post	1 On shares
6 Comments	0 On Post	6 On Shares
18 Shares	18 On Post	0 On Shares

167 Post Clicks

94 Photo views	0 Link clicks	73 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



3rd Place – 4,724 people had this post delivered to them. There were **360** post clicks, with **15** likes, comments and shares.

Leeds City Council Outer West Community Committee
Published by Karen M Lcc (?) · 19 July ·

Please pop along to an estate walkabout in your area to have your say on what can be done to improve the area.

All welcome including owner occupiers and private tenants in the area.

Performance for your post

4,724 People Reached

15 Likes, Comments & Shares

9 Likes	2 On Post	7 On Shares
1 Comments	0 On Post	1 On Shares
5 Shares	4 On Post	1 On Shares

360 Post Clicks

280 Photo views	0 Link clicks	80 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

