

Outer South Community Committee

FACEBOOK highlights

14th June 2019 - 5th September 2019

Since 14th June 2019 the Outer South Community Committee Facebook page has gained: **15 new page 'likes'** (and currently has) **861 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.

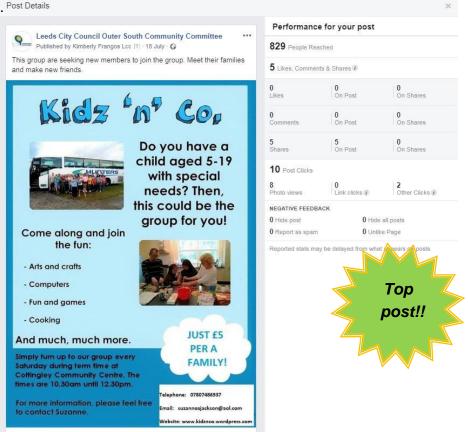
Having said that, all posts can be read without any further interaction!!

The most popular post since the 14th June 2019 the posting regarding Kidz N Co:

- has been shared 5 times
- has reached a total of 829 people

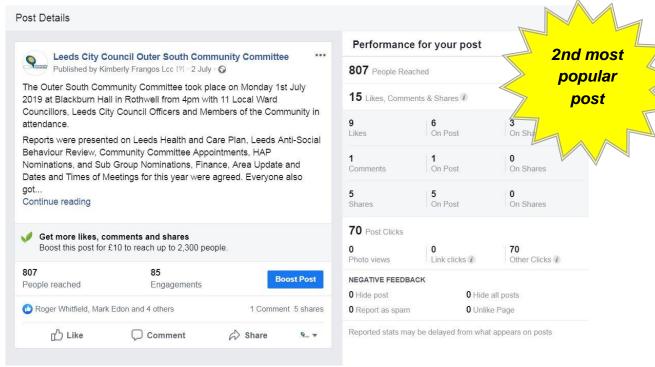
The following are screenshots of the most popular three posts since the 14th June 2019. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – 829 people had this post delivered to them and it had **10** post clicks, with 5 likes, comments and shares. Post Details



2nd Place – Outer South Community Committee 1st July

807 people had this post delivered, with 70 post clicks with 5 likes, comments and shares.



3rd Place - Youth Activity Fund Consultation 2018/19

404 people had this post delivered to them. There were **17** post clicks and 14 likes, comments and shares

