

Inner East Community Committee

FACEBOOK highlights

13th August 2019 - 12th August 2019

Since 13th August 2019 the Inner East Community Committee Facebook page has gained: 9 **new page 'likes'** and currently has **905 likes** and **956 followers** (an increase of 89 since the last committee meeting).

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.

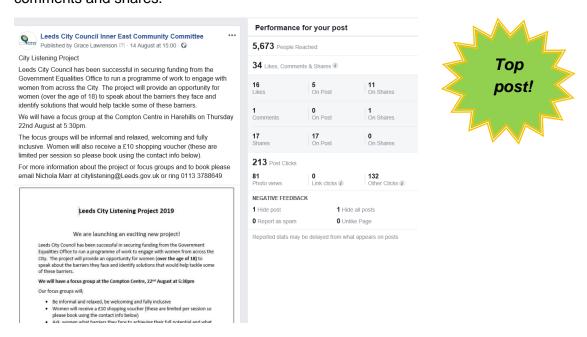
The most popular post since 13th August was regarding the City Listening Project held at the Compton Centre on 22nd August. The post:

- has been shared 17 times
- has reached a total of 5,673 people

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

1st Place - City Listening Project

5,673 people had this post delivered to them and it had 213 post clicks, with 34 likes, comments and shares.



2nd Place – What's on guide from the East North East Family Service

557 people had this post delivered, with 70 post clicks. There were also 10 likes, comments and shares.

