

## Inner West Community Committee

## **FACEBOOK** highlights

5th June 2019 - 10th September 2019

Since 5<sup>th</sup> June 2019 the Inner West Community Committee Facebook page has gained: **64 new page 'likes'** (and currently has) **817 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.

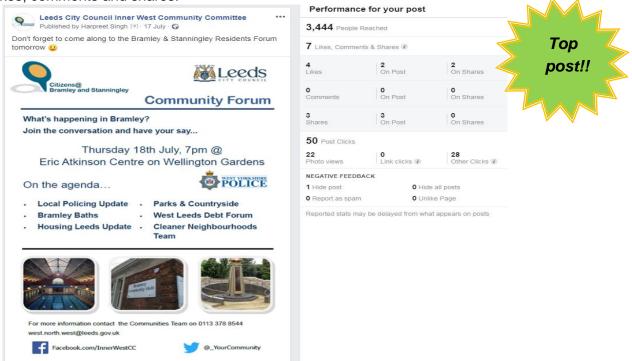
Having said that, all posts can be read without any further interaction!!

By far the most popular post since the 5<sup>th</sup> June was the posting regarding Bramley & Stanningley Forum.

- has been shared 3 times
- has reached a total of 3,444 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 – 3,444** people had this post delivered to them and it had 50 post clicks, with **7** likes, comments and shares.



**2<sup>nd</sup> Place – 3,122** people had this post delivered, with 153 post clicks. There was also **85** comments, likes and shares



**3<sup>rd</sup> Place – 2,332** people had this post delivered to them. There were **308** post clicks, with 201 likes, comments and shares.

