



Inner North West Community Committee

FACEBOOK highlights

20 June 2019 – 7th August 2019

Appendix 1

Since 20th June 2019 the Inner North West Community Committee Facebook page has gained: **3 new page 'likes'** (and currently has) **577 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. Posts can however be read without any further interaction.

By far the most popular post since the 20th June was the posting regarding Leeds City Council Inner North West Community Committee. The post:

- **has been shared 3 times**
- **has reached a total of 1,164 people**

The following are screenshots of the most popular two posts since the 20th June. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Leeds City Council Inner North West Community Committee

The post had 21 post clicks, with 5 likes, comments and shares.

Leeds City Council Inner North West Community Committee ***
Published by Jonny Loo (9) · 31 May · 🌐

Get Involved

Community Committee

Inner North West Community Committee Business Meeting

On behalf of Cllr J Akhtar
(Inner North West Community Committee Chair)
and the members of the Inner North West Community Committee

Thursday 20 June 2019 7pm—9pm
The Opal
55 Bedford Drive
LS16 6DJ

Light Refreshments are available

Everyone is welcome so please feel free to come along! The meeting will include the usual open forum at the start, giving you the opportunity to ask any questions, followed by the standard business section.

Meetings are published on our website and can also be found on our social media pages (along with local information and activities)

Performance for your post

1,164 People Reached

5 Likes, Comments & Shares 🗨

3 Likes	0 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

21 Post Clicks

12 Photo views	0 Link clicks 🗨	9 Other Clicks 🗨
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts



2nd Place – Lets Talk!

People reached were 108, with 9 post clicks. There were also 3 post likes.

 Leeds City Council Inner North West Community Committee ***

Published by Jenna Elizabeth Robinson · 9 April ·



LET'S TALK!

COME AND JOIN US
FOR A CUPPA AND
PRACTICE YOUR
ENGLISH!

If you are interested please click:
<https://www.eventbrite.com/e/english-conversation-club-tickets-59884833148>
Woodhouse Community Centre
Starting from 10th April 6 pm
FREE EVENT

Performance for your post

108 People Reached

3 Likes, Comments & Shares

3 Likes	3 On Post	0 On Share
0 Comments	0 On Post	0 On Share
0 Shares	0 On Post	0 On Share

9 Post Clicks

0 Photo views	0 Link clicks	9 Other
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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

**2nd most
popular
post**