

## Inner North West Community Committee

## **FACEBOOK** highlights

20 June 2019 - 7th August 2019

Since 20<sup>th</sup> 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.

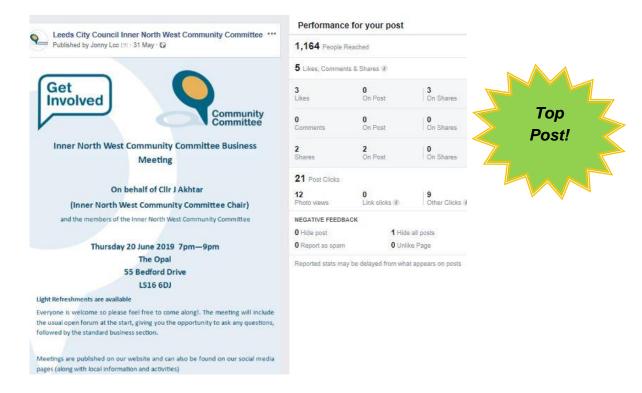
By far the most popular post since the 20th June was the posting regarding Leeds City Council Inner North West Community Committee. The post:

- 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 20<sup>th</sup> 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.



## 2<sup>nd</sup> Place - Lets Talk!

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

