

Inner West Community Committee

FACEBOOK highlights

11th September 2019 - 8th November 2019

Since 5th June 2019 the Inner West Community Committee Facebook page has gained: **21 new page 'likes'** (and currently has) **895 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.

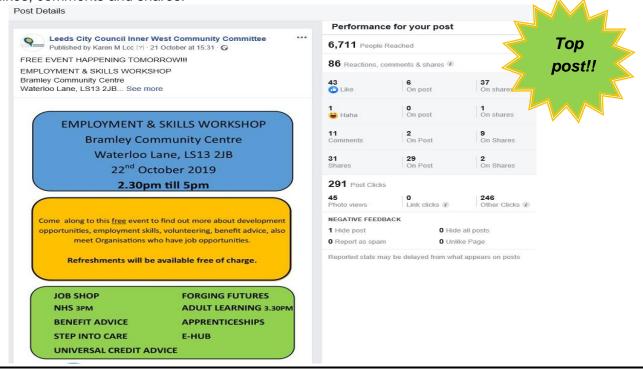
Having said that, all posts can be read without any further interaction!!

By far the most popular post since the 11th September was the posting regarding the Inner West Employment Workshop.

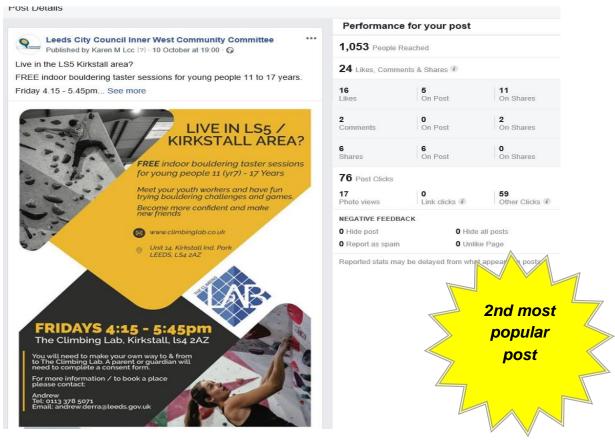
- has been shared 31 times
- has reached a total of 6,711 people

The following are screenshots of the most popular three posts since the 11th September. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – 6,711 people had this post delivered to them and it had 291 post clicks, with **86** likes, comments and shares.



 2^{nd} Place – 1,053 people had this post delivered, with 76 post clicks. There was also 24 comments, likes and shares



3rd Place – 564 people had this post delivered to them. There were **16** post clicks, with 12 likes, comments and shares.



