

Outer South Community Committee

FACEBOOK highlights

6th September 2019 - 21st November 2019

Appendix 1

Since 6th September 2019 the Outer South Community Committee Facebook page has gained: **14 new page 'likes'** (and currently has) **875 followers**.

This means that this is the **fourth** most popular Community Committee page.

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.

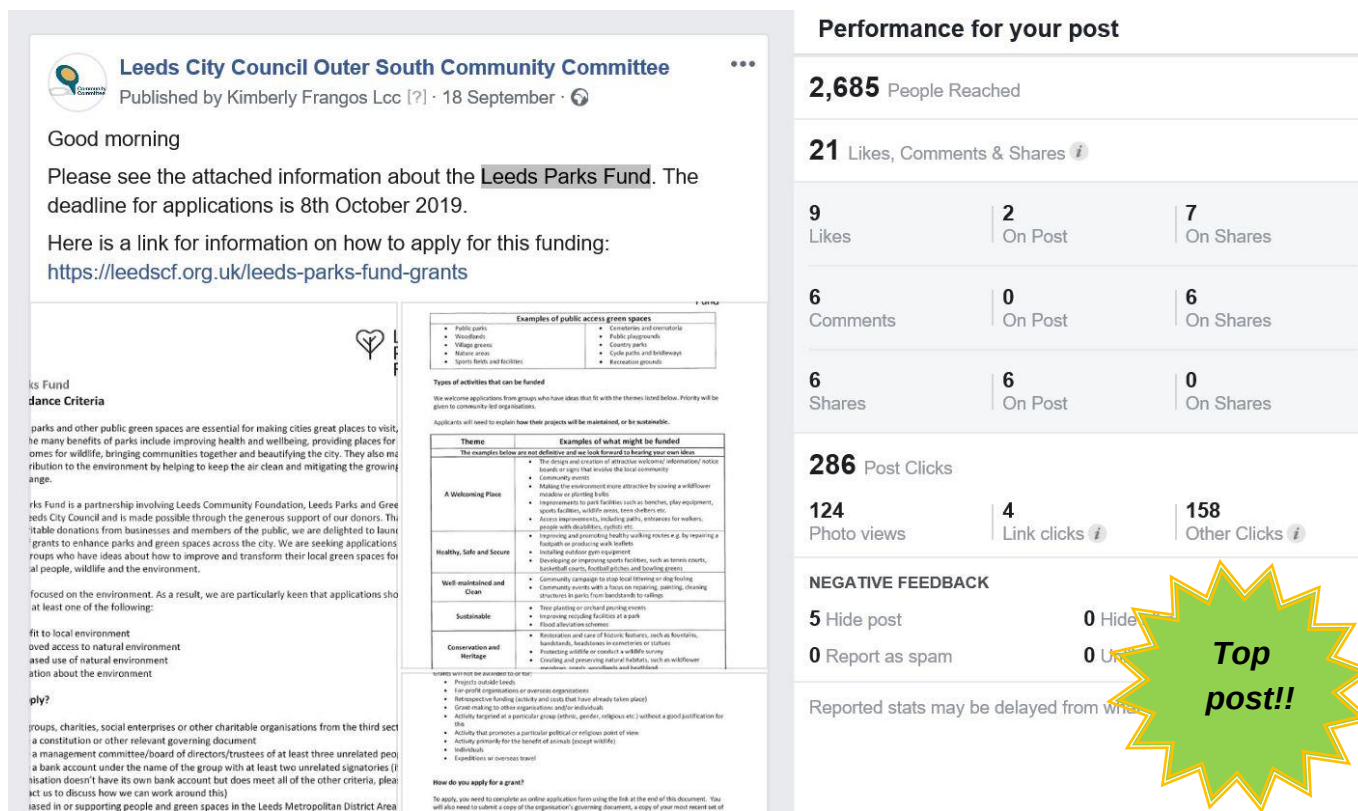
Having said that, all posts can be read without any further interaction!!

The most popular post since the 6th September 2019 the posting regarding Leeds Parks Fund:

- has been shared 6 times
- **has reached a total of 2,685 people**

The following are screenshots of the most popular three posts since the 6th September 2019. Alongside it are the figures for how many people were ‘reached’ and how many people ‘engaged’ with the post.

1st Place – 2,685 people had this post delivered to them and it had **286** post clicks, with 21 likes, comments and shares.



2nd Place – Young People Activity Day Summer 2019

2,019 people had this post delivered, with 36 post clicks with 49 reactions, comments & shares.

2nd most popular post


Leeds City Council Outer South Community Committee
Published by Kimberly Frangos Lcc [?] · 13 September ·



Young People Activity Day Summer 2019
FREE ACTIVITIES
Maid Marion Orchard
Opposite Post Office, Copley Lane, Robin Hood, WF3 3AA
Saturday 21st September 2019
12.00 to 3.00pm
REFRESHMENTS

Supported by your Local Ward Councillors & Robin Hood Residents Association

Get more likes, comments and shares
 Boost this post for £10 to reach up to 2,000 people.

2,019
People reached

85
Engagements

Boost Post

Performance for your post

2,019 People Reached

49 Reactions, comments & shares

31 Like	4 On post	27 On shares
1 Angry	0 On post	1 On shares
2 Comments	0 On Post	2 On Shares
15 Shares	15 On Post	0 On Shares

36 Post Clicks

15 Photo views	0 Link clicks	21 Other Clicks
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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 posts

3rd Place – East Ardsley International Day of the Older Person

702 people had this post delivered to them. There were 10 post clicks and 20 reactions, comments and shares


Leeds City Council Outer South Community Committee
Published by Kimberly Frangos Lcc [?] · 22 October at 13:39 ·

You are invited to Morley Elderly Action's
"East Ardsley International Day Of The Older Person"
 event at the East Ardsley Library on
Wednesday 30th October 2019, 1pm - 3pm.
 Why not come along and see what we can do for you!

Refreshments available.



Get more likes, comments and shares
 Boost this post for £10 to reach up to 2,000 people.

702
People reached

30
Engagements

Boost Post

Performance for your post

702 People Reached

20 Reactions, comments & shares

9 Like	1 On post	8 On shares
1 Love	0 On post	1 On shares
0 Comments	0 On Post	0 On Shares
10 Shares	10 On Post	0 On Shares

10 Post Clicks

5 Photo views	0 Link clicks	5 Other Clicks
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NEGATIVE FEEDBACK

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

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3rd most popular post