



Inner East Community Committee

FACEBOOK highlights

7th August 2019 – 8th November 2019

Appendix 1

Since 7th August 2019 the Outer East Community Committee Facebook page has 2,313 **likes** and 2,407 **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.

The most popular post since 7th August was regarding the Manston & Swarcliffe Forum. The post:

- **has been shared 9 times**
- **has reached a total of 5,325 people**

The following are screenshots of the most popular posts since the 7th August. Alongside it are the figures for how many people the post reached and how many people engaged with the post.

1st Place – Manston & Swarcliffe Forum

5,325 people had this post delivered to them and it had 338 post clicks, with 34 likes, comments and shares.

Top Post

Have your say and get involved!

The Forum

The Forum is a meeting open to the public who live or work within the local area. It is a consultation tool with local residents and businesses where issues are discussed and projects are developed.

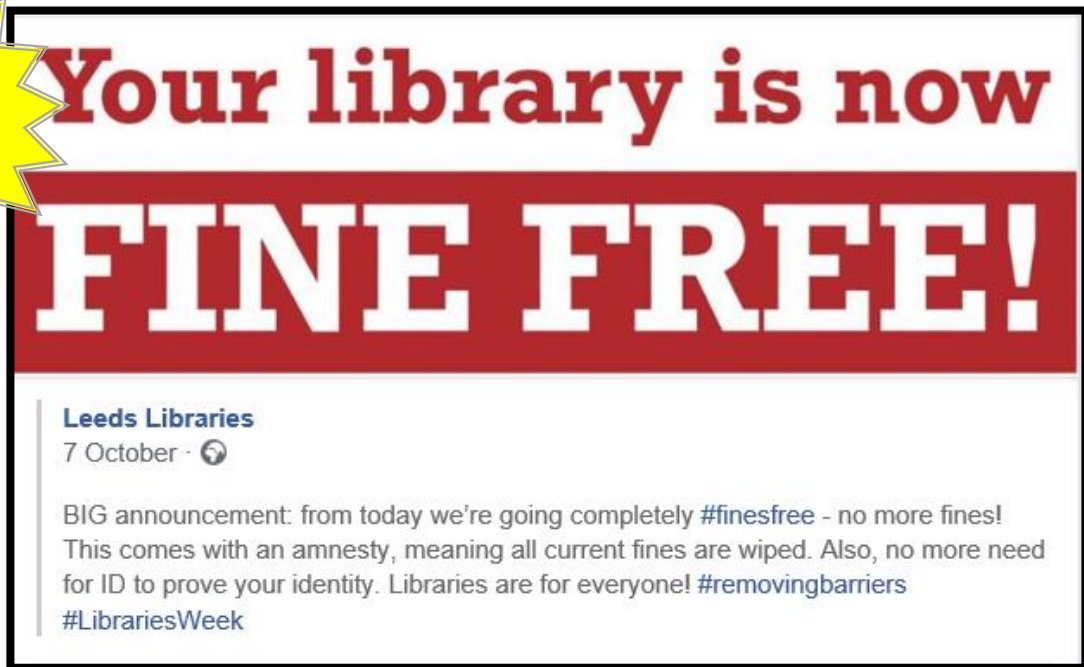
The Forum also has a community safety update via the **PACT** (*Partners And Communities Together*) meeting which is an opportunity to speak to your Neighbourhood Policing Team about local issues.

Manston & Swarcliffe Forum
Thursday 14 November 2019
(6pm)
Barnbow, Austhorpe Road,
Leeds, LS15 8EH

2nd Place – Leeds Libraries are now free!

1,238 people had this post delivered, with 26 post clicks. There were also 26 likes, comments and shares.

2nd most
popular
post



3rd Place – Neighbourhood Policing Teams

1,081 people had this post delivered, with 25 post clicks. There were also 12 likes, comments and shares.

3rd most
popular
post

