

Inner North East Community Committee FACEBOOK Highlights

1 September 2019 – 29 November 2019

Since 1 September 2019 the Inner North East Community Committee Facebook page has

773 page 'likes' (and currently has) 846 followers.

This means that this is the 6th 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.

By far the most popular post since the 1 September was the posting regarding the Reginald Centre jobs and careers fair, which was held on 25 September. It had;

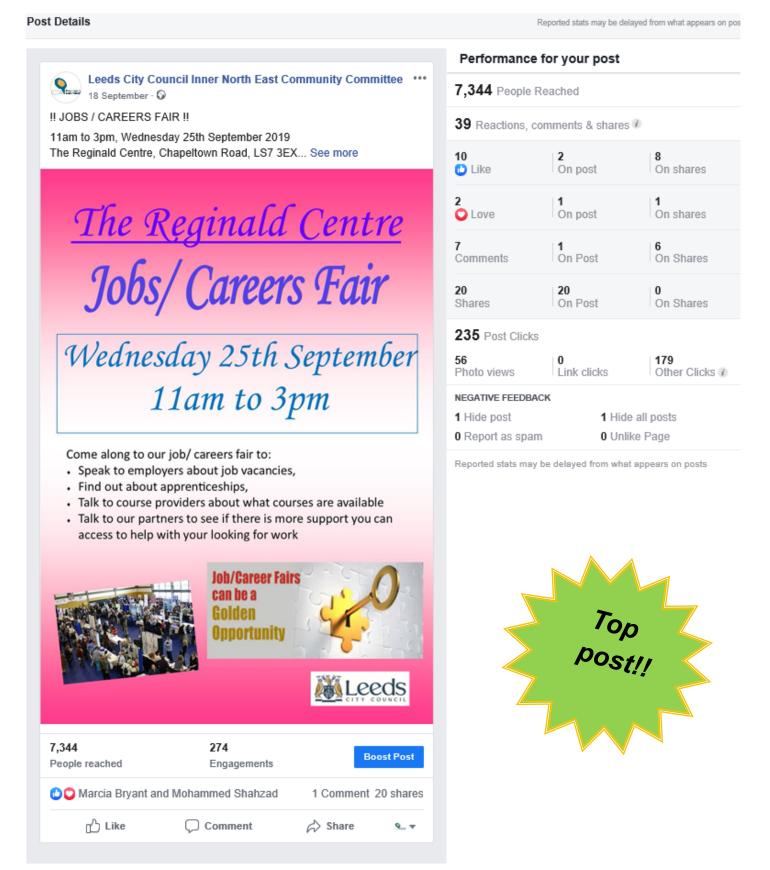
- received 235 post clicks
- shared 20 times
- reached a total of 7,344 people

The following are screenshots of the most popular three posts since the 1 September 2019. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place

Reginald Centre Jobs and Careers Fair

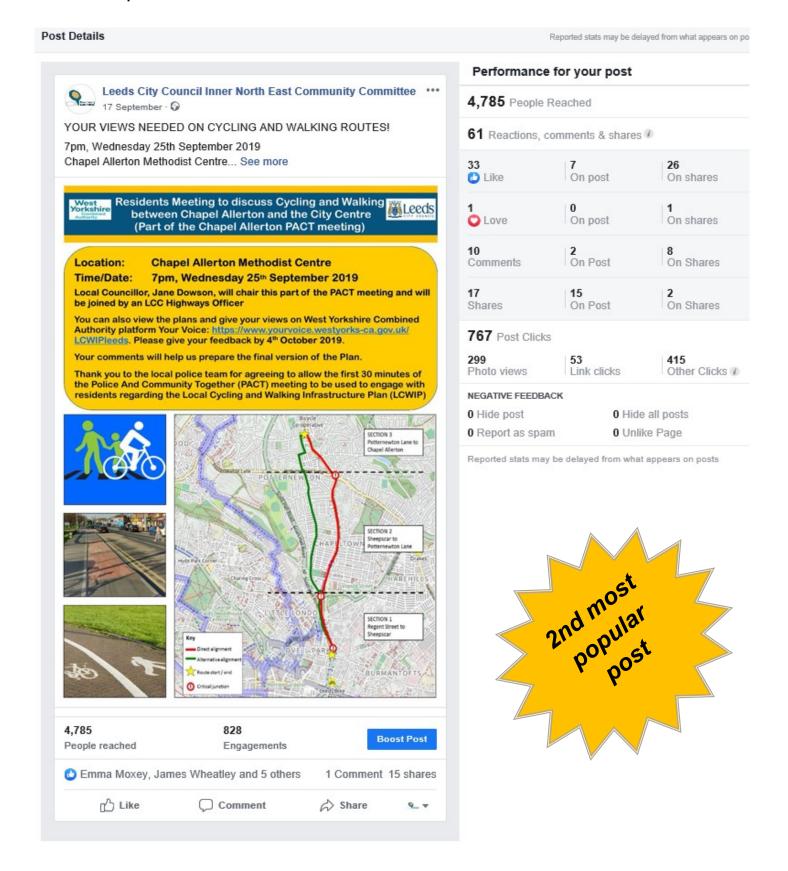
7,344 people had this post delivered to them and it had **235** post clicks, with **39** likes, comments and shares.



2nd Place

Walking and Cycling Routes - views needed

4,785 people had this post delivered, with **767** post clicks. There was also **34** post likes and **17** shares.



3rd Place

Leeds City Listening Project

2,060 people had this post delivered, with **217** post clicks. There was also **30** post likes and **17** shares.

