



Inner North West Community Committee

FACEBOOK highlights

26th September 2019 – 26th November 2019

Appendix 1

Since 26th September 2019 the Inner North West Community Committee Facebook page has gained: **22 new page 'likes'** (and currently has) **598 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 26th September was the posting Fine Free Library. The post:

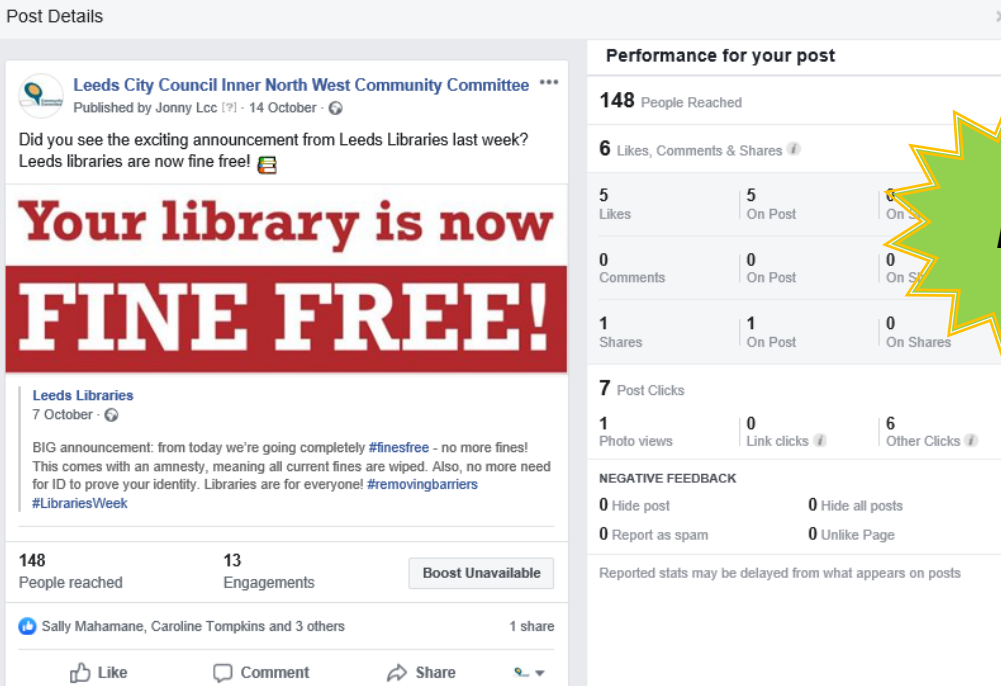
- **has been shared 1 times**
- **has reached a total of 148 people**

The following are screenshots of the most popular two posts since the 26th September. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Leeds City Council Fine free library

The post had 7 post clicks, with 6 likes, comments and shares.

Post Details



Leeds City Council Inner North West Community Committee ***
Published by Jonny Lcc [?] · 14 October ·

Did you see the exciting announcement from Leeds Libraries last week?
Leeds libraries are now fine free!

Your library is now FINE FREE!

Leeds Libraries
7 October ·

BIG announcement: from today we're going completely #finesfree - no more fines!
This comes with an amnesty, meaning all current fines are wiped. Also, no more need for ID to prove your identity. Libraries are for everyone! #removingbarriers
#LibrariesWeek

148 People reached 13 Engagements Boost Unavailable

Sally Mahamane, Caroline Tompkins and 3 others 1 share

Like Comment Share

Performance for your post

148 People Reached

6 Likes, Comments & Shares

5 Likes	5 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

7 Post Clicks

1 Photo views	0 Link clicks	6 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

2nd Place – Leeds Recycles

People reached were 178, with 9 post clicks. There were also 4 post likes.

Post Details

 **Leeds City Council Inner North West Community Committee** ***
Published by Bali Birdi [?] · 24 September · 🌐

Happy #RecycleWeek! If you're rubbish at remembering to put your bin out or want to check where your nearest bottle bank is then download the Leeds Bins app! <https://imactivate.com/leedsbins/>



Performance for your post

173 People Reached

9 Reactions, comments & shares

4 Like	3 On post	1 On shares
1 Angry	0 On post	1 On shares
1 Comments	1 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

14 Post Clicks

3 Photo views	0 Link clicks
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NEGATIVE FEEDBACK

0 Hide post

0 Report as spam

Reported stats may be delayed from what appears on the post

**2nd most
popular
post**