

### Outer East Community Committee

#### **FACEBOOK** highlights

8th November 2019 - 5th February 20

Since 8<sup>th</sup> November the Outer East Community Committee Facebook page has 2,443 **likes** and 2,336 **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.

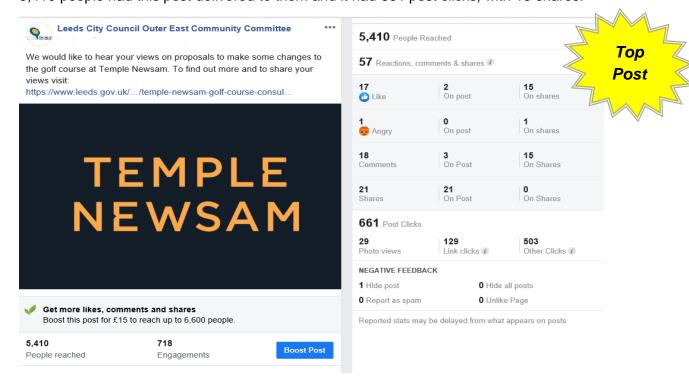
The most popular post since 8<sup>th</sup> November was regarding the Temple Newsam Consultation. The post:

- has been shared 15 times
- has reached a total of 5,410 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.

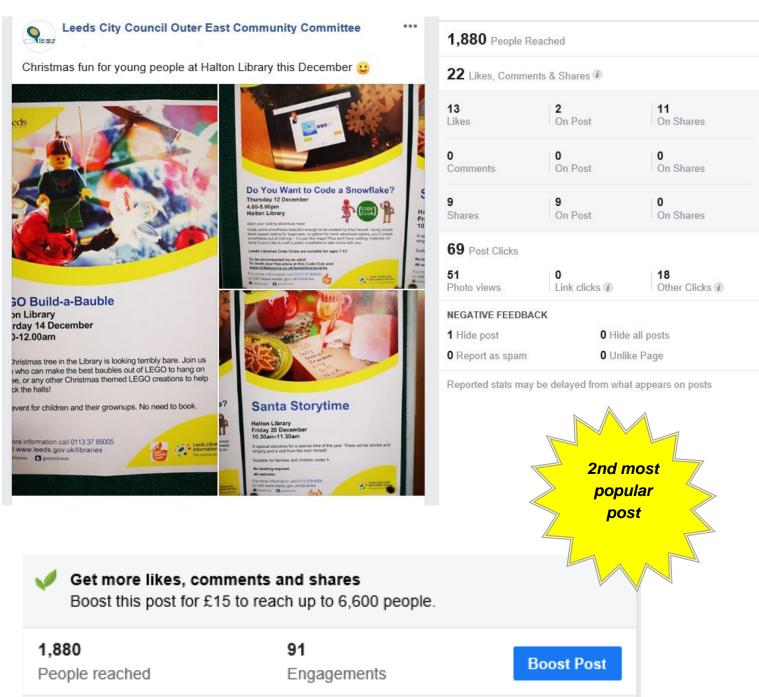
#### 1st Place - Temple Newsam Consultation

5,410 people had this post delivered to them and it had 661 post clicks, with 15 shares.



# 2<sup>nd</sup> Place – Christmas fun for young people at Halton Library.

1,880 people had this post delivered. There were also 22 likes, comments and shares.



## 3rd Place - Sunflower Planting.

1,166 people had this post delivered, with 38 post clicks. There were also 4 likes, comments and shares.

