

# Inner North West Community Committee

#### **FACEBOOK** highlights

### 20 December 2019 to 24 February 2020

Since 20 December 2019 the Inner North West Community Committee Facebook page has gained: **25 new page 'likes'** (and currently has) 623 **followers.** 

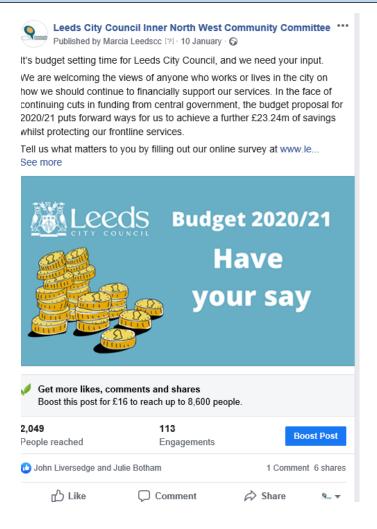
There are two things to note in general:

- '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 20 December 2019 is the Leeds Budget 2020/21 Have your Say has been shared 6 times

· has reached a total of 2,049



# 2<sup>nd</sup> Place – Do you Run Great Activities for Children and young People?

#### This post reached 295 people

#### 5 Clicks

# 6 Engagment

