

## Outer South Community Committee

## **FACEBOOK** highlights

22<sup>nd</sup> November 2019 - 5<sup>th</sup> March 2020

Since 22<sup>nd</sup> November 2019 the Outer South Community Committee Facebook page has gained: **2 new page 'likes'** (and currently has) **896 followers.** 

This means that this is the *fourth* 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.

Having said that, all posts can be read without any further interaction!!

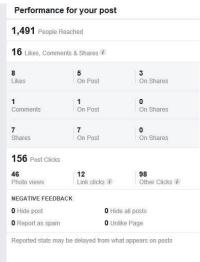
The most popular post since the 22<sup>nd</sup> November 2019 the posting regarding Leeds Parks and Greenspaces Strategy Consultation Workshop took place on Wednesday 19th February 2020

- has been shared 3 times
- has reached a total of 1,491 people

The following are screenshots of the most popular three posts since the 6<sup>th</sup> September 2019. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

**1st Place – 2,685** people had this post delivered to them and it had **1566** post clicks, with **21** likes, comments and shares.

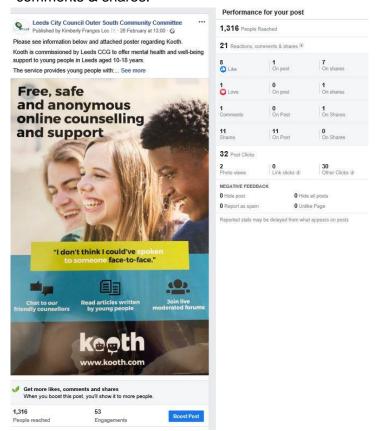






## 2<sup>nd</sup> Place – Kooth

**1,316** people had this post delivered, with **32** post clicks with **21** reactions, comments & shares.





2nd most

popular

post

## 3rd Place - The Rothwell Community Hub What's on Guide

1,194 people had this post delivered to them. There were 82 post clicks and 91 engagements

