

Inner East Community Committee

FACEBOOK highlights

31st January 2020 - 6th March 2020

Since the last Community Committee meeting, the Inner East Community Committee Facebook page has gained: 41 **new page 'likes'** and currently has **985 likes** and **1063 followers** (an increase of 57 since the last committee meeting).

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.

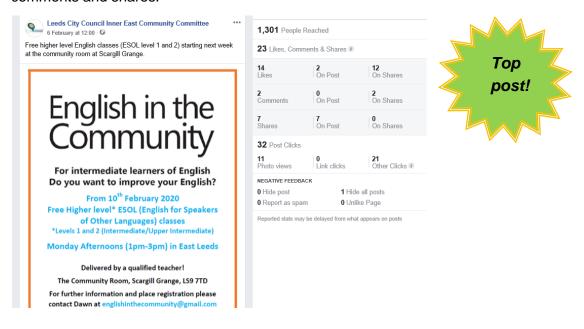
The most popular post since the 1st of January was regarding free higher level English classes at Scargill Grange Community Room. The post:

- has been shared 7 times
- has reached a total of 1,301 people

The following are screenshots of the most popular posts since the 29th October. Alongside it are the figures for how many people the post reached and how many people engaged with the post.

1st Place - Free higher level English classes

1,301 people had this post delivered to them and it had 32 post clicks, with 23 likes, comments and shares.



2nd Place – Job opportunity working in Harehills for Learning Partnerships Leeds

713 people had this post delivered, with 67 post clicks. There were also 7 likes, comments and shares

2nd

most

popular

