

Community Committee Facebook Analysis

Appendix 4

Community Committee Areas	2015									2016											
	October			November			December			January			February			March			April		
	Reach	Number of Posts	Engagemen t	Reach	Number of Posts	Engagemen t	Reach	Number of Posts	Engagemen t	Reach	Number of Posts	Engagemen t	Reach	Number of Posts	Engagemen t	Reach	Number of Posts	Engagemen t	Reach	Number of Posts	Engagemen t
Outer West	8613	103	395	11432	65	587	6868	32	139	6560	62	170	7207	55	154	7356	59	213	10954	38	183
Inner West	2815	44	123	2105	40	188	5782	28	215	1542	28	36	1600	20	43	3568	23	153	2067	14	37
Outer North West	4949	49	137	5586	50	242	4392	44	123	6063	33	95	2124	31	86	3241	36	83	6358	48	195
Inner North West	1621	22	42	1301	35	51	729	26	26	823	27	27	1647	24	55	957	16	41	1398	25	56
Inner North East	2999	37	185	3190	41	168	4680	53	155	1955	21	55	1024	16	29	2343	30	70	1301	19	52
Outer North East	3225	32	110	348	24	21	430	27	20	840	21	33	495	19	15	380	15	9	3552	12	38
Inner East	1328	23	96	1818	23	75	1108	23	48	2040	40	88	1947	39	66	3943	43	168	4405	21	109
Outer South	1913	17	45	4248	22	130	5854	27	203	2661	28	80	3000	31	100	1968	17	67	2149	18	96
Outer East	9069	32	325	34209	58	1391	23030	37	819	19452	44	479	8709	34	297	11800	47	331	18830	41	347
Inner South	3554	28	121	1524	29	60	1713	21	93	3493	28	114	3529	28	81	3359	27	145	3413	28	190
<b>Total (monthly, citywide)</b>	<b>40086</b>	<b>387</b>	<b>1579</b>	<b>65761</b>	<b>387</b>	<b>2913</b>	<b>54586</b>	<b>318</b>	<b>1841</b>	<b>45429</b>	<b>332</b>	<b>1177</b>	<b>31282</b>	<b>297</b>	<b>926</b>	<b>38915</b>	<b>313</b>	<b>1280</b>	<b>54427</b>	<b>264</b>	<b>1303</b>

Community Committee Areas	2016																	
	May			June			July			August			September			October		
	Reach	Number of Posts	Engagemen t	Reach	Number of Posts	Engagemen t	Reach	Number of Posts	Engagemen t	Reach	Number of Posts	Engagemen t	Reach	Number of Posts	Engagemen t	Reach	Number of Posts	Engagemen t
Outer West	4921	41	180	6806	49	215	13616	74	622	11785	42	540	14996	76	569	8650	24	121
Inner West	3898	40	202	4799	30	103	6121	45	158	10764	41	600	9135	32	431	7033	24	280
Outer North West	2133	39	102	4238	37	99	8418	40	187	7855	46	690	10093	35	1182	6964	18	518
Inner North West	2014	23	81	2447	25	49	2037	25	84	5554	26	523	3121	18	388	3147	28	81
Inner North East	3303	23	119	4670	21	63	6049	48	96	10994	75	198	5138	25	114	4105	44	103
Outer North East	518	16	36	367	12	13	1009	19	12	1260	25	16	610	13	14	401	21	26
Inner East	1828	26	81	5179	26	221	5372	31	102	16841	58	285	16367	29	337	10498	42	182
Outer South	1857	22	91	6454	25	117	17070	26	269	11010	23	261	6088	20	156	8406	41	270
Outer East	23284	52	684	15630	45	391	24081	62	546	29831	58	553	37726	60	688	27485	59	289
Inner South	2542	108	108	4337	51	191	18182	32	379	10972	41	450	12832	50	394	10136	39	280
<b>Total (monthly, citywide)</b>	<b>46298</b>	<b>282</b>	<b>1684</b>	<b>54927</b>	<b>321</b>	<b>1462</b>	<b>101955</b>	<b>402</b>	<b>2455</b>	<b>116866</b>	<b>435</b>	<b>4116</b>	<b>116106</b>	<b>358</b>	<b>4273</b>	<b>86825</b>	<b>340</b>	<b>2150</b>

<b>Total (yearly, citywide)</b>	<b>853463</b>	<b>4436</b>	<b>16140</b>
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