Facebook highlights over the last 28 days (11/07/2018 - 07/08/2017) for the Inner South Community Committee

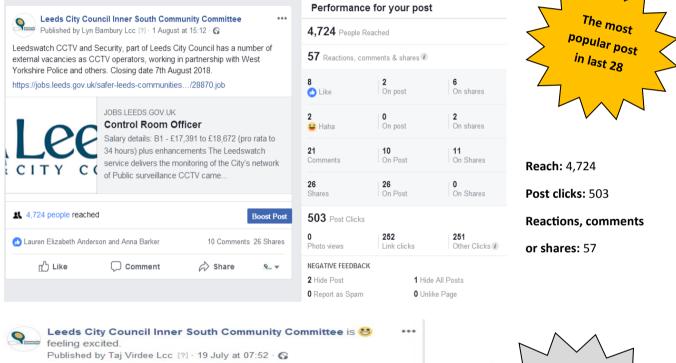
Current likes: **810(**up 86 since the last update)

Top 3 most popular posts ('post clicks' to expand the text + 'reactions, comments or shares'):

There are two things to note:

- 'reach' is the number of people the post was delivered to
- 'engagement' is number of reactions, comments or shares

Engagement is a better marker for seeing if people are interested in the posts because they need to interact with it. E.g. a post might reach 1,000 people but if they all scroll past and don't read it, the





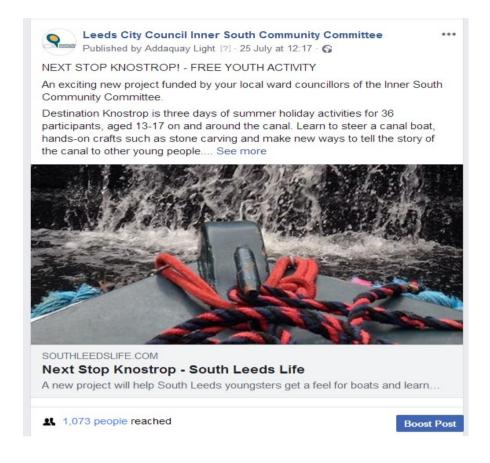


Reach: 2884

Post clicks: 98

Reactions, comments

or shares: 40





Reach: 1,073

Post clicks: 50

Reactions, comments

or shares: 2513

Performance of the event pages:

