

Inner South Community Committee FACEBOOK highlights over the last 28 days

4th October 2018- 1st November 2018

Since 4th October 2018, the Inner South Community Committee Facebook page has gained:

• 10 new page 'likes' (and currently has) 874 followers

This means that this is the *third* 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!!

By far the most popular post since the 4th October was the **video** posting regarding the **Cottingley Play Area**:

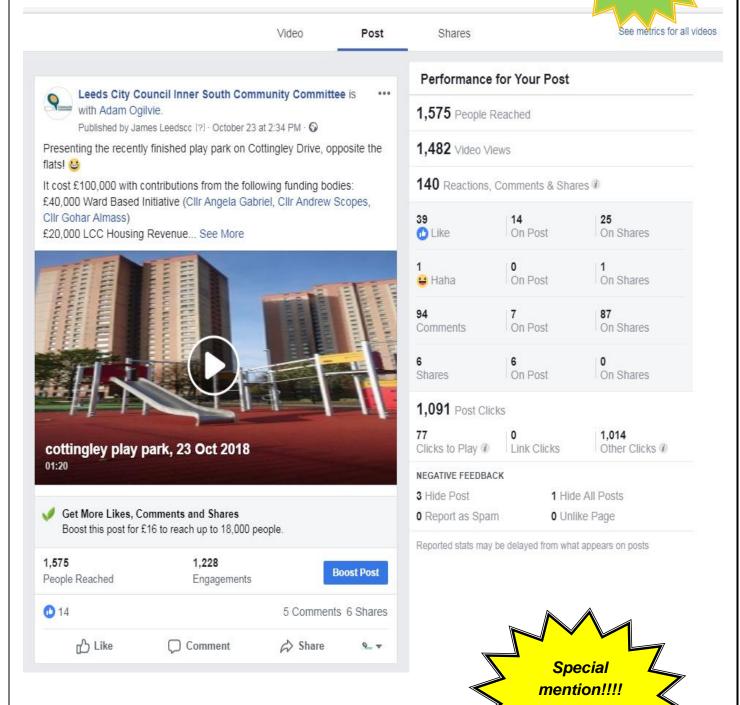
- has been shared 6 times
- commented upon 94 times
- liked 39 times
- has reached a total of 1575 people

On the following pages are screenshots of the most popular three posts since the 4th October. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place - Cottingley Play Area Video

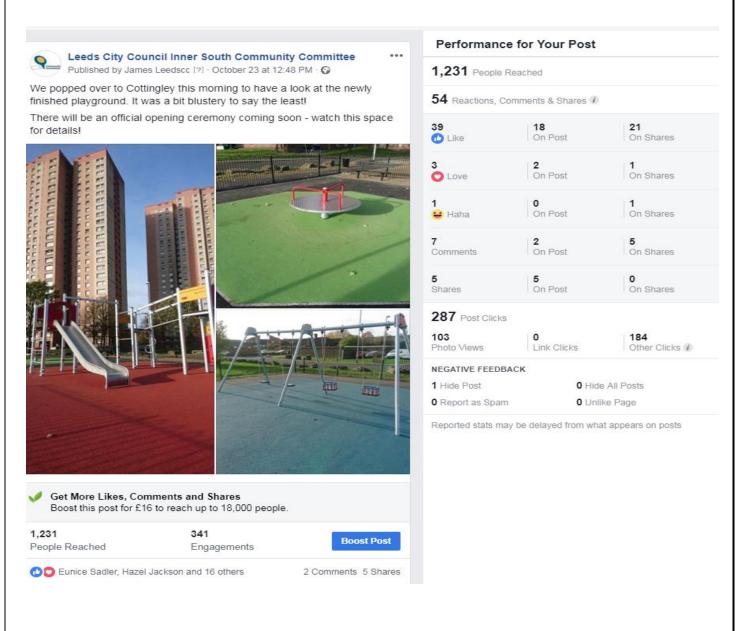
1575 people had this post delivered to them and it had 1482 video views and 1091 post clicks. There were also 39 post likes, alongside 94 comments and 6 shares.

Top post!!



2nd Place – Cottingley Play Area Photos

1231 people had this post delivered, with **287** post clicks. There was also **39** post likes and **21** shares.





3rd Place - Beeston Hill Residents' Meeting

1103 people had this post delivered to them, with 39 post clicks. A further 3 people shared the post and there were 8 post likes and 2 comments.

