

Inner South Community Committee FACEBOOK highlights over the last 28 days

6th January 2019 – 2nd February 2019

Since 6th January the Inner South Community Committee Facebook page has gained:

13 new page 'likes' (and currently has) 911 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 6th January was the posting regarding the **New Council Housing in Holbeck**:

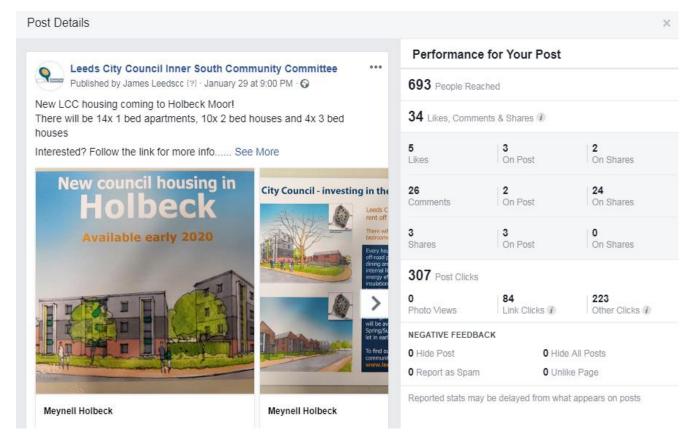
- has been shared 3 times
- commented upon 26 times
- liked 5 times
- has reached a total of 693 people

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.

<u>1st Place – New Council Housing in Holbeck</u>

693 people had this post delivered to them and it had **307 post clicks**. There were also **39** post likes, alongside **34 likes**, **comments and shares**.

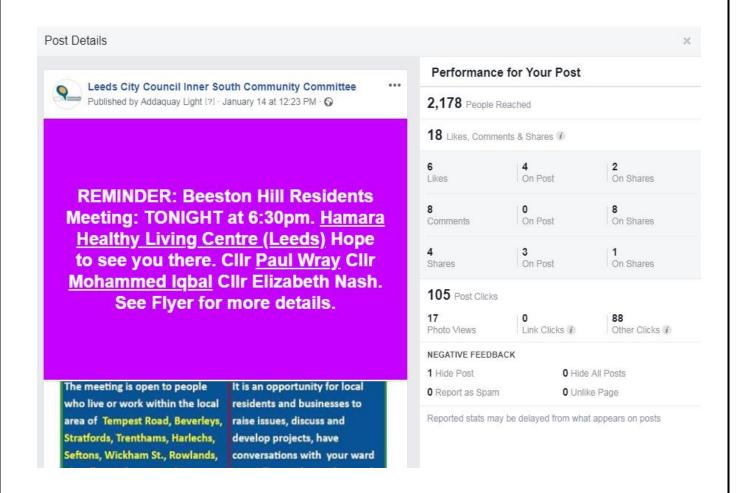






2nd Place – Beeston Hill Residents Meeting

2178 people had this post delivered, with **105** post clicks. There were also **18** post likes and **5** shares.





3rd Place - Inner South Youth Activity Funding Round

753 people had this post delivered to them, with **36** post clicks. A further **3** people shared the post and there were **12** post likes and **5** comments.

