

Inner South Community Committee FACEBOOK highlights over the last 28 days

2nd April 2019 - 29th April 2019

Since 2nd April 2019 the Inner South Community Committee Facebook page has gained:

- 8 new page 'likes' (and currently has) 968 followers,
- 57 new followers since 2nd February 2019.

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.

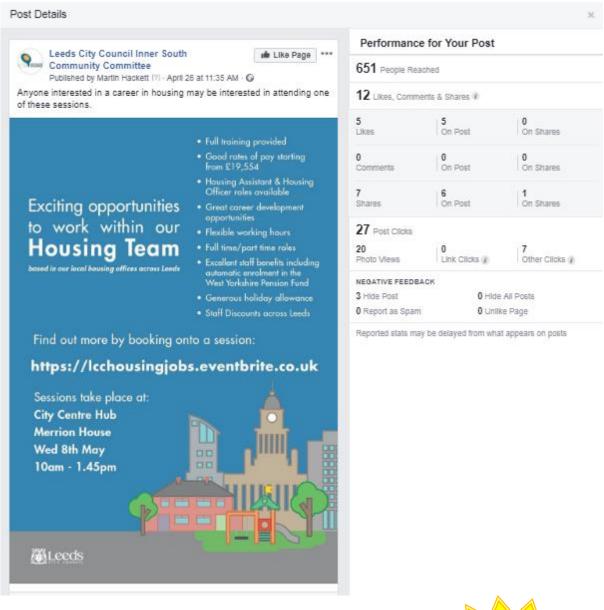
By far the most popular post since the 2nd April 2019 was the posting regarding the *Exciting Opportunities to work in the Housing* team:

- has been shared 7 times
- liked 5 times
- has reached a total of 651 people

On the following pages are screenshots of the most popular three posts since the 2nd April 2019. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Job opportunities in Housing

651 people had this post delivered to them and it had **27 post clicks**. There were also **5** post likes, alongside **12 likes**, **comments and shares**.





Special mention goes to the Peter Rabbit Film Night!

Although just outside of this time period, a special mention should go to this post as it performed extremely well. **2863** people had this post delivered to them, with **83** post clicks. A further **24** people shared the post and there were **23** post likes and **1** comment.

