

## Inner South Community Committee FACEBOOK highlights over the last 28 days

## 9<sup>th</sup> July 2019 – 5<sup>th</sup> August 2019

Since 9<sup>th</sup> July 2019, the Inner South Community Committee Facebook page has gained:

- 22 new page 'likes' (and currently has) 961 followers,
- 22 new followers since 9th July 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.

The most popular post since the 9<sup>th</sup> July 2019 was the posting: **Design a Flower Bed for the Civic Hall**: It has been

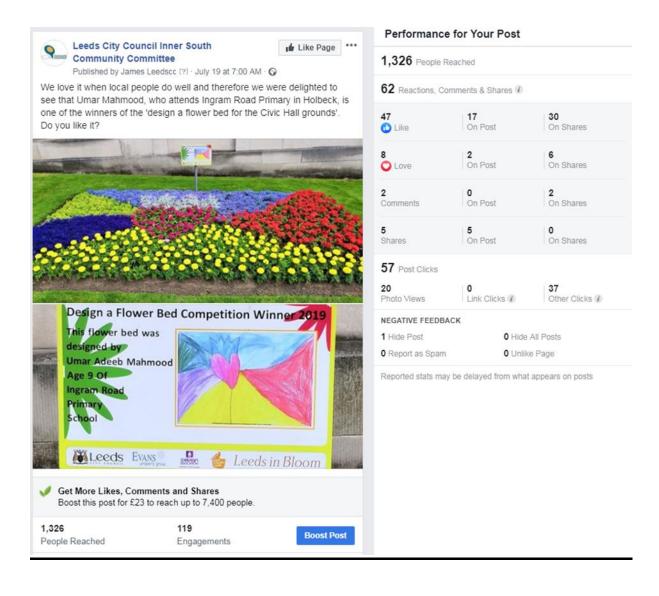
- shared 5 times
- had 2 comments
- has reached a total of 1326 people

On the following pages are screenshots of the most popular posts since the 9<sup>th</sup> July 2019. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

## 1st Place - Design a Flower Bed for the Civic Hall

**1326** people had this post delivered to them and it had **57** post clicks. A further **5** people shared the post, alongside **62** Reactions, Comments and Shares.





## 2<sup>nd</sup> Place goes to: Local Jobs for Local People

**912** people had this post delivered to them, with **78** post clicks. A further **5** people shared the post alongside **12** likes, comments and shares.



