

Inner South Community Committee FACEBOOK highlights over the last 28 days

2nd October, 2019 – 29th October, 2019.

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

- 32 new page 'likes' (and currently has) 961 followers, an increase of 70 since the September Committee Meeting.
- 34 new followers.

This means that this is the *third* most popular Community Committee page and are only a handful of likes behind the Outer West 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 2nd October 2019 was the *Photo album: Inner South Community Heroes event 2019*. It has been

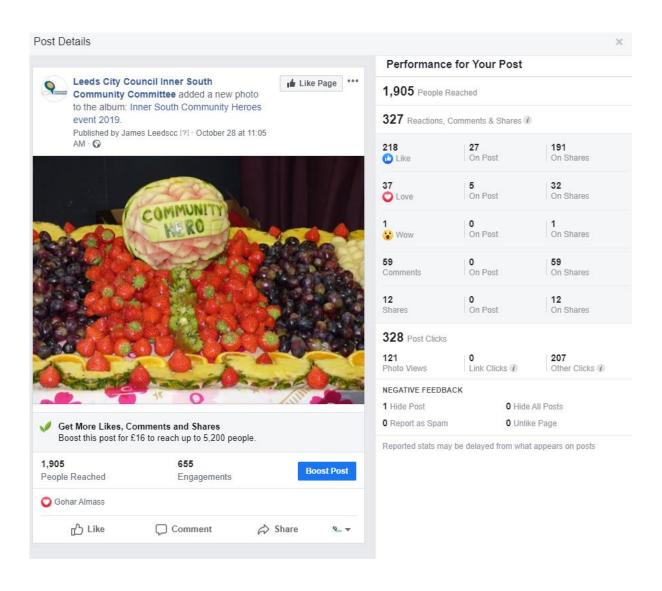
- shared 12 times
- had 59 comments
- has reached a total of 1905 people

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

<u>1st Place – Photo Album: Inner South Community Heroes</u> <u>event 2019</u>

1905 people had this post delivered to them and it had 328 post clicks. A further12 people shared the post, alongside 327 Reactions, Comments and Shares.





2nd Place goes to: Middleton Action Day

4505 people had this post delivered to them, with **639** post clicks. A further **5** people shared the post alongside **37** likes, comments and shares.



