



Inner West Community Committee

**FACEBOOK** highlights

**9<sup>th</sup> November 2019 – 6<sup>th</sup> March 2020**

**Appendix 1**

Since 9<sup>th</sup> November 2019 the Inner West Community Committee Facebook page has gained: **45 new page 'likes'** (and currently has) **967 followers**.

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 9<sup>th</sup> November 2019 was the posting regarding plastic recycling in your green bin.

- has been shared 71 times
- **has reached a total of 11,958 people**

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

**1st Place – 11,958** people had this post delivered to them and it had 851 post clicks, with **252** likes, comments and shares.



<b>11,958</b> People Reached		
<b>252</b> Reactions, comments & shares		
<b>132</b> Like	<b>7</b> On post	
<b>6</b> Love	<b>0</b> On post	
<b>2</b> Wow	<b>0</b> On post	<b>2</b> On shares
<b>41</b> Comments	<b>7</b> On Post	<b>34</b> On Shares
<b>71</b> Shares	<b>71</b> On Post	<b>0</b> On Shares
<b>851</b> Post Clicks		
<b>471</b> Photo views	<b>0</b> Link clicks	<b>380</b> Other Clicks
<b>NEGATIVE FEEDBACK</b>		
<b>2</b> Hide post	<b>0</b> Hide all posts	
<b>0</b> Report as spam	<b>0</b> Unlike Page	



**2nd Place – 4,734** people had this post delivered, with 180 post clicks. There was also **19** comments, likes and shares



<b>4,734</b> People Reached		
<b>19</b> Likes, Comments & Shares		
<b>8</b> Likes	<b>3</b> On Post	<b>5</b> On Shares
<b>4</b> Comments	<b>1</b> On Post	<b>3</b> On Shares
<b>7</b> Shares	<b>7</b> On Post	<b>0</b> On Shares
<b>180</b> Post Clicks		
<b>43</b> Photo views	<b>0</b> Link clicks	<b>137</b> Other
<b>NEGATIVE FEEDBACK</b>		
<b>1</b> Hide post	<b>0</b> Hide all posts	
<b>0</b> Report as spam	<b>0</b> Unlike Page	



**3<sup>rd</sup> Place – 3,402** people had this post delivered to them. There were **232** post clicks, with 73 likes, comments and shares.

**Leeds City Council Inner West Community Committee**  
 Published by Karen M Lcc [?] · 20 November 2019 ·

**CHRISTMAS bin collections 22 December - 5 January**

If your normal bin day is...	Your Christmas collection days and dates will be...	
<b>Monday</b>	Sunday 22 December	Monday 30 December
<b>Tuesday</b>	Monday 23 December	Tuesday 31 December
<b>Wednesday</b>	Tuesday 24 December	Thursday 2 January
<b>Thursday</b>	Friday 27 December	Friday 3 January
<b>Friday</b>	Saturday 28 December	Saturday 4 January
<b>Saturday</b>	Sunday 29 December	Sunday 5 January

Please put your bin out by 7am on your collection day and bring in again as soon as possible after emptying.

Open daily 8am-4pm. Closed Christmas Day, Boxing Day and New Year's Day. Additional waste, recycling and reusable items can be taken to recycling centres.

**Myth buster Handy green bin recycling tips:**

- Remove food waste from packaging or give items a rinse before recycling. Paper and cardboard has to be kept fairly clean and dry to be recycled.
- Remove any glittery parts from cards and recycle the rest. If wrapping paper scrunches up it can be recycled.
- All your glass bottles and jars can be recycled at one of over 700 glass banks across the city. Don't put glass in your green bin as the fragments spoil paper and cardboard, making it unrecyclable.
- Donate any unwanted gifts to charity or drop them off at your local household waste recycling centre.
- Black plastic can't be sorted out to be made into something new. Think black plastic = black bin.

Download the handy Leeds Bins app | www.leeds.gov.uk/xmasbins | RecycleForLeeds

**3,402** People Reached

**73** Reactions, comments & shares

<b>41</b> Like	<b>7</b> On post	<b>34</b> On shares
<b>1</b> Haha	<b>0</b> On post	<b>1</b> On shares
<b>5</b> Comments	<b>2</b> On Post	<b>3</b> On Shares
<b>26</b> Shares	<b>26</b> On Post	<b>0</b> On Shares

**232** Post Clicks

<b>174</b> Photo views	<b>0</b> Link clicks	<b>58</b> Other Clicks
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**NEGATIVE FEEDBACK**

**1** Hide post | **1** Hide all posts  
**0** Report as spam | **0** Unlike Page

Reported stats may be delayed from what appears on posts

