

Inner West Community Committee

FACEBOOK highlights

9th November 2019 - 6th March 2020

Since 9th 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 9th November 2019 was the posting regarding plastic recycling in your green bin.

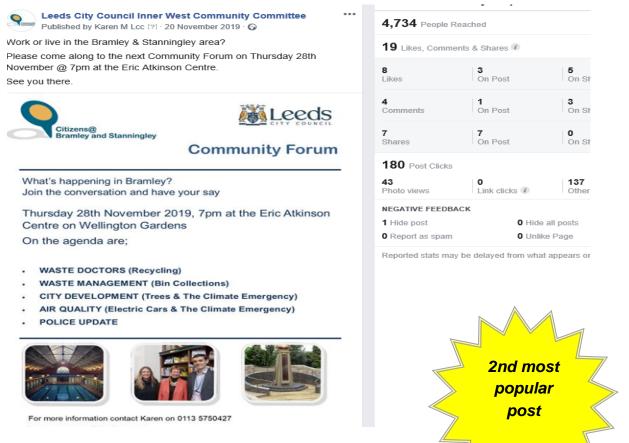
- has been shared 71 times
- has reached a total of 11,958 people

The following are screenshots of the most popular three posts since the 9th 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.



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



 3^{rd} Place – 3,402 people had this post delivered to them. There were 232 post clicks, with 73 likes, comments and shares.

