



## Inner East Community Committee & COVID-19 Groups

**FACEBOOK** highlights

22<sup>nd</sup> February 2022 – 30<sup>th</sup> May 2022

Since 17<sup>th</sup> November the Inner East Community Committee Facebook page has gained **87 new page followers** putting the total followers at 1,532.

This means that this is the **3rd** most popular Community Committee page in the last 28 days.

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 22<sup>nd</sup> February 2022 is the LCC Inner East Community Committee post regarding 150 years of Roundhay Park 2022.

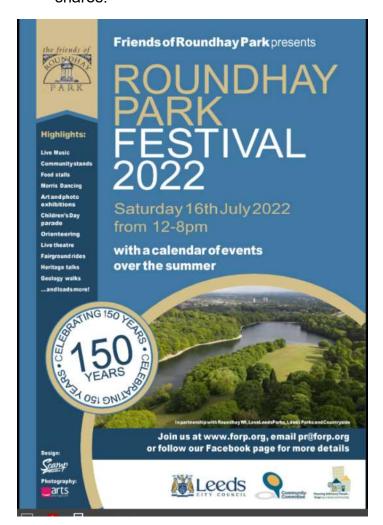
- has reached a total of 3,961 people
- has been shared 5 times

The following below are screenshots of the most popular three posts since the 22<sup>nd</sup> February 2022.

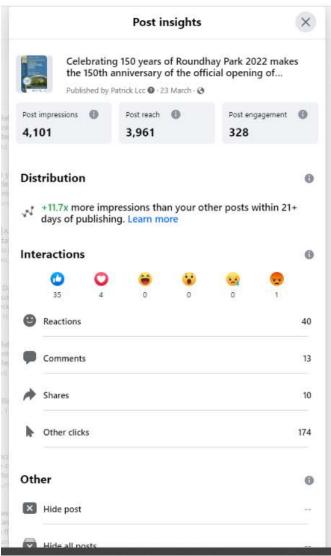
Alongside are the figures for how many people were 'reached' and how many people 'engaged' with the post.

## 1st Place - Celebrating 150 years of Roundhay Park

**2,267** people had this post delivered to them, with **2** reactions, **0** comments and **3** shares.

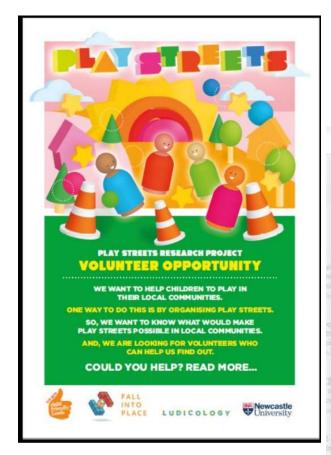




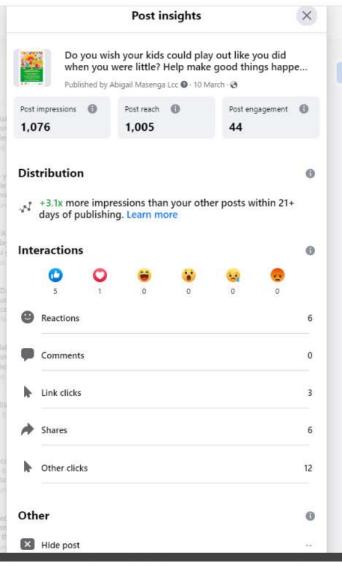


## 2<sup>nd</sup> Place – Volunteer Reasearch

1,005 people had this post delivered, with 6 reactions, 0 comments & 6 shares.







## 3<sup>rd</sup> Place – 5 Day Course in hospitality

**624** people had this post delivered to them. There **5** reactions, **2** comments and **6** share.





