



## Inner South Community Committee Facebook Page and COVID-19 Groups

#### **Highlights**

6<sup>th</sup> June 2022 - 19<sup>th</sup> August 2022

#### **Inner South Community Committee Facebook Page**

The Facebook page for the Inner South Community Committee has continued to provide support, information, and access to multiple services. With regular updates, the number of followers and interactions has been reflected in the interaction of the local community. Since 6<sup>th</sup> June 2022 the Inner South Community Committee Facebook page has gained **13 new followers** since the last update, making a total of **1,645 followers** in total.

This means that this is the **second** 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.

However, all posts can be read without any further interaction.

The **most popular post** since the 22<sup>nd</sup> July 2022 was the posting regarding *The Inner South Youth Service Summer Program,* this has:

- Been shared 29 times
- Reached a total of 7,785 people
- Received 27 likes

The following (below) are screenshots of the three most popular posts since the 11th April 2022. Alongside it is the figures for how many people were 'reached' and how many people 'engaged' with the post.

#### 1st Place - The Inner South Youth Service Summer Program

**7,785** people had this post delivered to them and it had **237** post clicks, with **65** reactions, comments and shares.



#### 2nd Place - The Bike Library

**3,045** people had this post delivered, with **52** post clicks with **60** likes, comments and shares.

# The Bike Library is back!

2nd most popular post

Returning

late June 2022, bikes will

be available to loan
including helmets, bike
locks and hi-vis vests.

Available to loan from these Hubs -





#### 3rd Place – Middleton Park Music Festival

**3,324** people had this post delivered, with **48** post clicks with **35** likes, comments and shares.







### Middleton Park Music Festival Sunday 17th July

compered by DJ Danny, children's entertainer

1.00pm Deuce Katz

pop, funk and rock band

2.00pm Ruby Wood and Martin Chung

modern RnB, Bossa Nova and soul

3.00pm Meanwood Valley Stompers

American swing, blues, gospel, ragtime

4.10pm Natural Rhythm

West Yorkshire's Jamaican Ska band!

All our events are FREE – Everyone Welcome!



Funded by LCC Inner Area South



More events still to come

this summer. Don't miss the dog show next week, or The Great Middleton Park Show on Sunday 11th September