



Outer South Community Committee

FACEBOOK highlights

15th September 2022 – 1st December 2022

Outer South Community Committee

Since 15th September 2022 the Outer South Community Committee Facebook page has gained: **8 new followers** (and currently has) **1,353 followers** and has a **page reached of 11,800** over the above period. With **6 new Page likes**

Facebook Page reach - The number of people who saw any content from or about your Page, including posts, stories, ads, social information from people who interact with your Page and more.

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

Having said that, all posts can be read without any further interaction!!

The most popular post since the 15th September 2022 the posting regarding: **The Outer South Community Committee Meeting Monday 26th September 2022**

- has reached a total of **1,064 people**

The following below are screenshots of the most popular three posts since the 15th September 2022. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Outer South Community Committee Invite to Septembers Meeting

1,064 people had this post delivered to them and it had 29 post engagement, with 4 Reactions.



Leeds City Council Outer South Community Committee
Published by Kimberly Frangos Lcc · 21 September ·

Outer South Community Committee Monday 26th September 2022 at 4pm
Please see below poster to the next Outer South Community Committee business meeting - we really hope you can make it!
Monday 26th September 2022... See more

Outer South Community Committee Meeting

Monday 26th September 2022 at 4pm

Blackburn Hall, Commercial St, Rothwell, LS26 0AW

Outer South Community Committee website:
<http://democracy.leeds.gov.uk/mgCommitteeDetails.aspx?ID=1002>

Hosted by the Outer South Community Committee.

Keep up to date with the work of your Community Committee.

Light refreshments will be available...tea/coffee/biscuits

The meeting will include the usual open forum at the start, giving you the opportunity to ask any questions, followed by the standard business section.

There will be guests from Highways, LASBT and the Police

If you have any questions or require any further information please contact: communitycommittee@leeds.gov.uk

LCCOuterSouth Leeds City Council Community Committees

Outer South Community Committee Monday 26th September 2022 at 4pm Please see below poster to the...

Published by Kimberly Frangos Lcc · 21 September ·

| | | |
|------------------|------------|-----------------|
| Post impressions | Post reach | Post engagement |
| 1,075 | 1,064 | 29 |

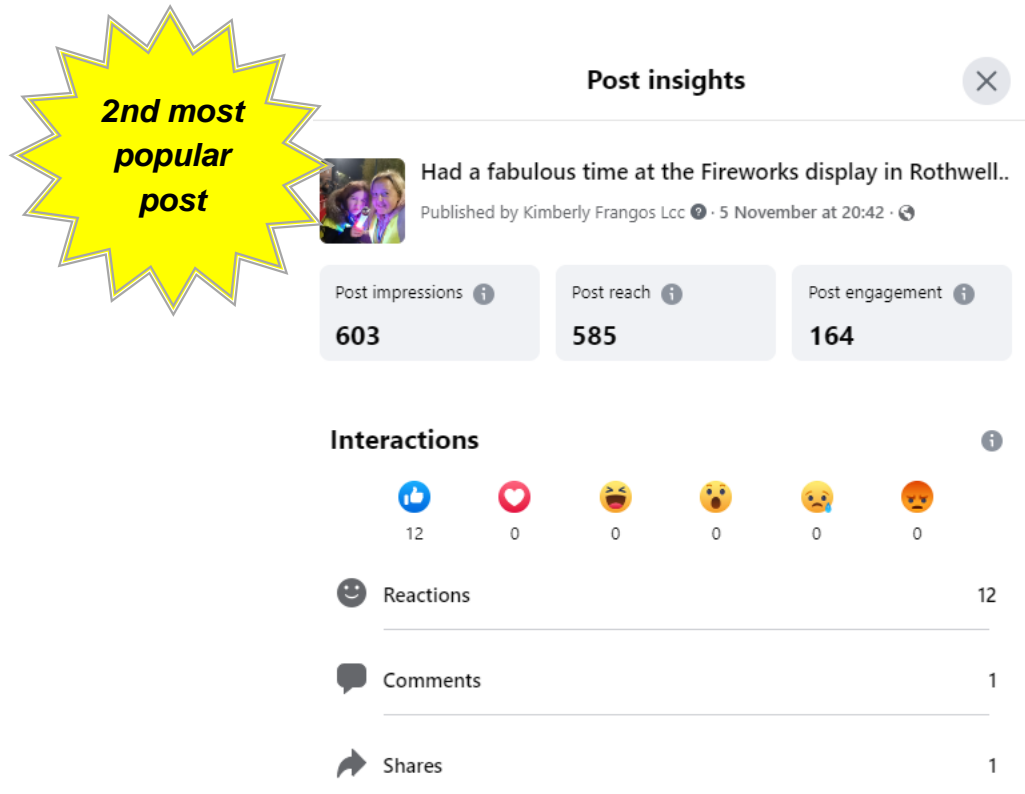
Interactions

| | | | | | |
|------|------|-----|-----|-------------|-------|
| Like | Love | Wow | Wow | Crying Face | Angry |
| 4 | 0 | 0 | 0 | 0 | 0 |

| | |
|-------------|---|
| Reactions | 4 |
| Comments | 3 |
| Link clicks | 1 |
| Shares | 1 |

2nd Place – Advertising the Fireworks display for Bonfire night at Rothwell

585 people had this post delivered, with 164 post engagement, 12 reactions



3rd Place – Advertising Rothwell Christmas Carnival and Lights Switch On Event

524 people had this post delivered, with 49 post engagements with 18 Reactions.

