



Outer South Community Committee

FACEBOOK highlights

1st March 2023 – 8th June 2023

Outer South Community Committee

Since 1st March 2023 the Outer South Community Committee Facebook page has gained: **12 new followers** (and currently has) **1,385 followers** and has a **page reached of 11,389** over the above period. With **19 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 1st March 2023 the posting regarding:

The Outer South Community Committee Youth Summit

- has reached a total of **667 people**

The following below are screenshots of the most popular three posts since the 1st March 2023. 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 Youth Summit

667 people had this post delivered to them and it had 15 Post Reactions.



Had a great day on Monday 27th February at the Outer South Community Co...

1 March 2023 at 21:40

ID: 577079247782503

Interactions

12 reactions

1 comment

2 shares



Performance

Reach

Total

667

Worst Best

This post reached more Accounts Centre accounts than 100% of your 50 most recent Facebook posts and stories.

Reach

667

Reactions, comments and shares

Total

15

Worst Best

This post received more reactions, comments and shares than 96% of your 50 most recent Facebook posts and stories.

Reactions

12

Comments

1

Shares

2

Results

Total

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Link clicks

2nd Place – To Celebrate Small Groups and Charities

328 people had this post delivered, with 33 post reactions



Boost post

The Lord Mayor of Leeds, Cllr Al Garthwaite invites you to a Civic Reception t...

5 June 2023 at 14:48

ID: 632083872282040

Interactions

14 reactions

7 comments

12 shares



Performance

Reach

Total

328

Worst Best

This post reached more Accounts Centre accounts than 100% of your 50 most recent Facebook posts and stories.

Reach

328

Reactions, comments and shares

Total

33

Worst Best

This post received more reactions, comments and shares than 100% of your 50 most recent Facebook posts and stories.

Reactions

14

Comments

7

Shares

12

Results

Total

20

Worst Best

This post received more link clicks than 96% of your 50 most recent Facebook posts and stories.

Link clicks

20

3rd Place – Breeze in the Park 2023

311 people had this post delivered, with 26 Post Reactions.



Boost post

Are you ready to have some fun this summer?! Breeze in the Park is back with...

8 June 2023 at 09:26

ID: 633989938758100

Interactions

12 reactions

5 comments

9 shares

Performance

