



**Outer South Community Committee**

**FACEBOOK** highlights

**1<sup>st</sup> December 2023 – 29<sup>th</sup> February 2024**

**Outer South Community Committee**

Since 1<sup>st</sup> December 2023 the Outer South Community Committee Facebook page has gained: **17 new followers** (and currently has) **1,538 followers** and has a **page reached** of **8,090** over the above period.

**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 **1<sup>st</sup> December 2023** the posting regarding:

**Menopause Support Sessions 2024**

- has reached a total of **2,243 people**.

The following below are screenshots of the most popular three posts since the 1<sup>st</sup> December 2023. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

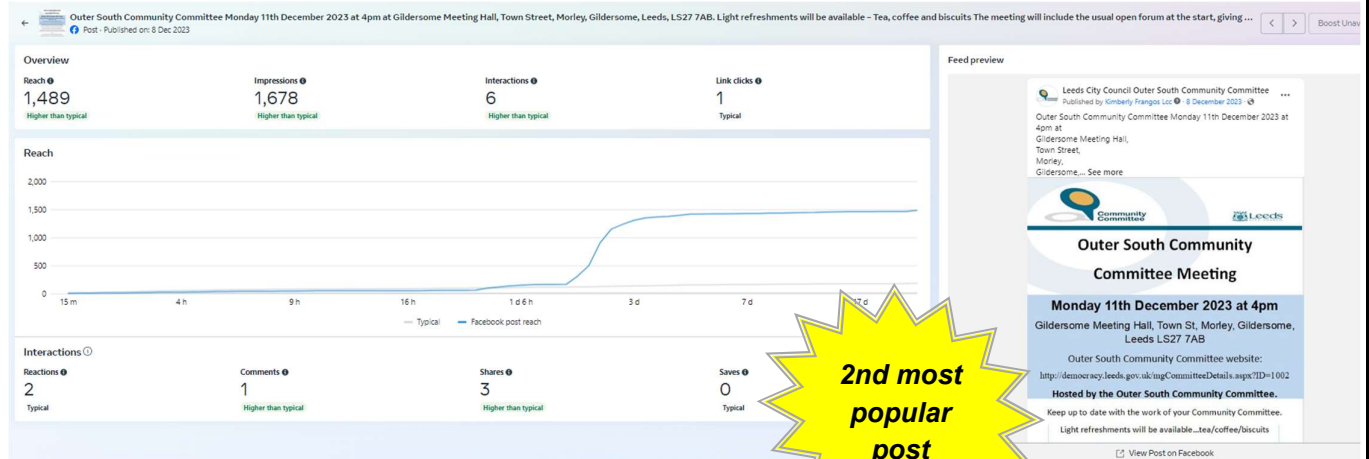
## 1st Place – Menopause Support Sessions in 2024

**2,243** people had this post delivered to them and it had **2,462** Post Impressions & **13** Interactions.



## 2nd Place – Outer South Community Committee 11th December 2023 Leeds

**1,489** people had this post delivered, with **1,678** Post Impressions & **6** Interactions



## 3rd Place – The first Prince's Trust Programme of 2024

**1,282** people had this post delivered, with **1,374** Post Impressions.

