



Outer South Community Committee

FACEBOOK highlights

1st March 2024 – 20th June 2024

Outer South Community Committee

Since 1st March 2024 the Outer South Community Committee Facebook page has gained: **10 new followers** (and currently has) **1,540 followers** and has a **page reached** of **30,065** 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 1st March 2024 the posting regarding:

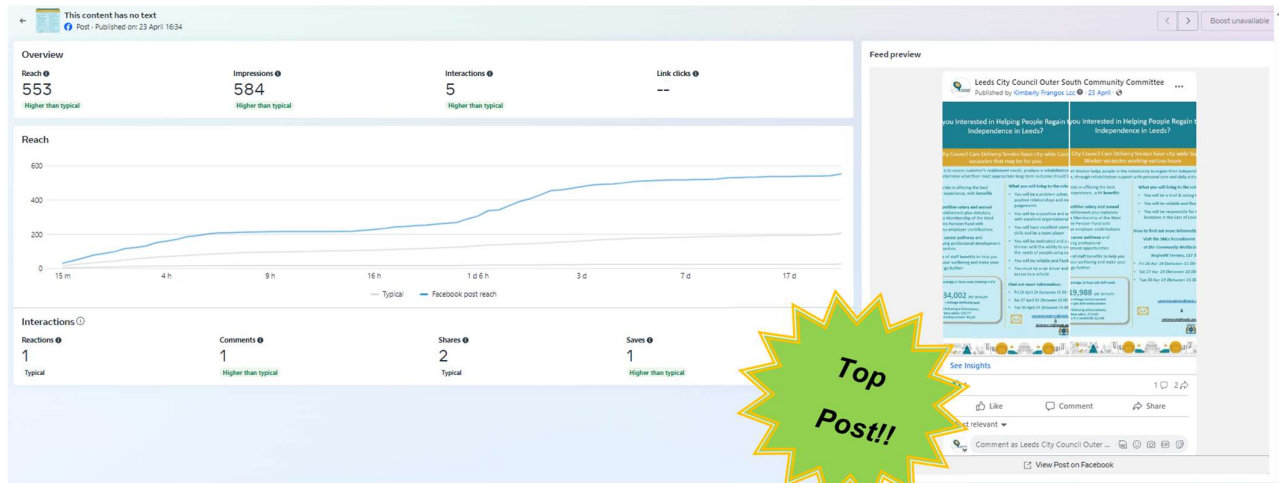
Leeds City Council Care Delivery Service Vacancies

- has reached a total of **553 people**.

The following below are screenshots of the most popular three posts since the 1st March 2024. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Leeds City Council Care Delivery Service Vacancies

553 people had this post delivered to them and it had 585 Post Impressions & 5 Interactions.



2nd Place – Drighlington D-Day Celebrations

443 people had this post delivered, with 463 Post Impressions & 3 Interactions



3rd Place – The Outer South Community Committee Meeting 11th March 2024

237 people had this post delivered, with 250 Post Impressions.

