

## Outer North West Community Committee FACEBOOK highlights

13th March 2019 - 12th June 2019

Since 13<sup>th</sup> March 2019 the Outer North West Community Committee Facebook page has gained:

- 4 new page 'likes' and currently has 581 likes
- 8 new followers since 13<sup>th</sup> March 2019

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

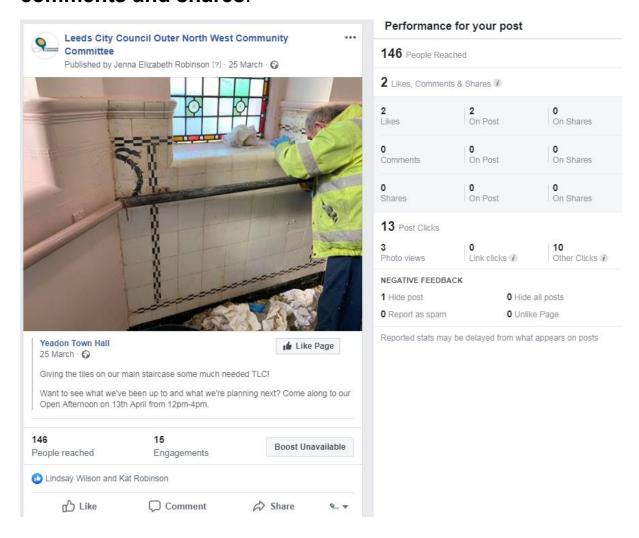
By far the most popular post since the 13th March 2019 was the posting regarding the cleaning the staircase at Yeadon Town Hall

- has been shared 0 times
- liked 2 times
- has reached a total of 146 people

On the following pages are screenshots of the most popular posts since the 13<sup>th</sup> March 2019. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

## 1st Place - Cleaning at Yeadon Town Hall

**146** people had this post delivered to them and it had **13 post clicks**. There were also 2 post likes, alongside **2 likes**, **comments and shares**.



## 2nd Place – police and partner agencies conducted an operation in Adel & Wharfedale targeting scrap metal vans

117 people had this post delivered to them and it had 23 post clicks. There were also 2 post likes, alongside 2 likes, comments and shares.

