

Outer North East Community Committee

FACEBOOK Highlights

1 June 2019 - 31 August 2019

Since 1 June 2019 the Outer North East Community Committee Facebook page has **255 page 'likes'** (and currently has) **280 followers**.

This means that this is the 10th 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.

By far the most popular post since the 1 June was the posting regarding the right way to get rid of rubbish. The post has;

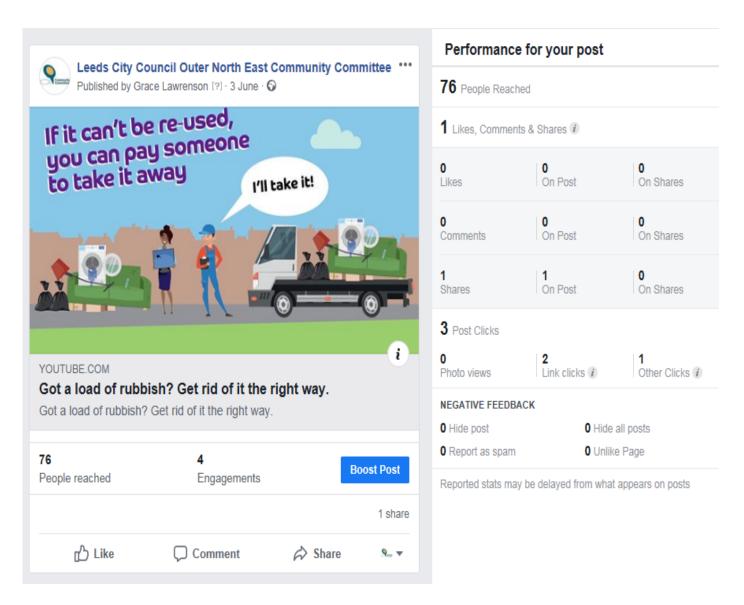
- received 3 post clicks
- shared 1 times
- reached a total of 76 people

The following are screenshots of the most popular three posts since the 1 June 2019. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place

Getting rid of rubbish the right way

76 people had this post delivered to them and it had 3 post clicks

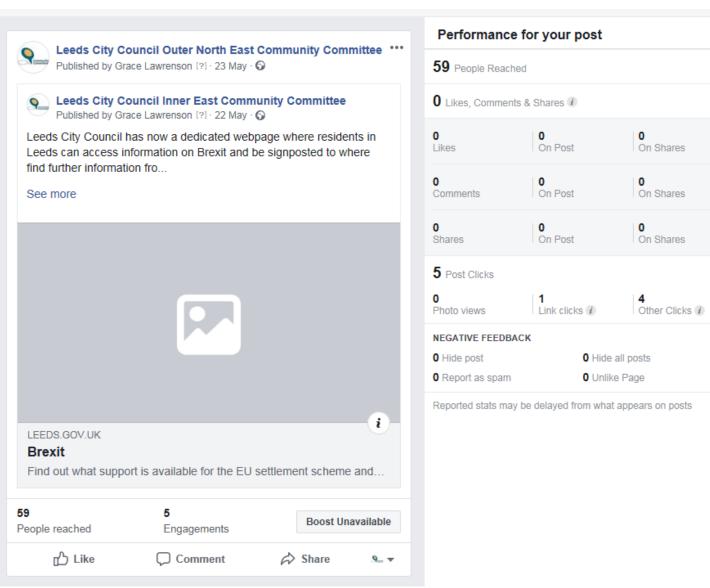




2nd Place

Information on Brexit

59 people had this post delivered, with **5** post clicks.





3rd Place

Breeze Summer Camps

56 people had this post delivered, with **2** post clicks.

