

Outer North West Community Committee

FACEBOOK highlights

23rd September 2019 – 20th November 2019

Since 23rd September 2019 the Outer North West Community Committee Facebook page has gained: **15 new page 'likes'** (and currently has) **661 followers.**

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. Posts can however be read without any further interaction.

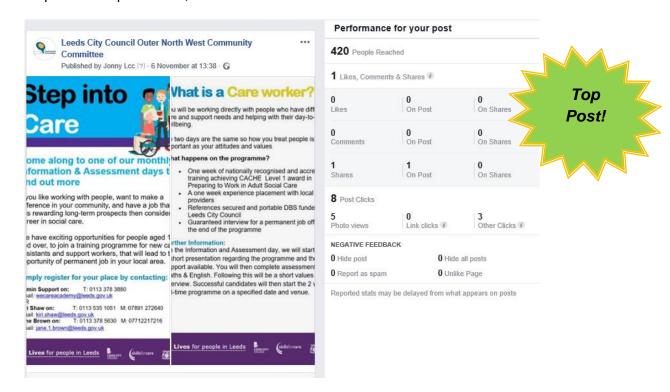
By far the most popular post since the 23rd September was the posting regarding Leeds City Council Outer North West Community Committee. The post:

- has 1 like
- has reached a total of 420 people

The following are screenshots of the most popular two posts since the 23rd September. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place - Step into Care

The post had 8 post clicks, with 1 like.



2nd Place – announcment from Leeds Libraries

People reached were 197, with 13 post clicks. There were also 1 post like.

