

Outer North East Community Committee FACEBOOK Highlights

23 September 2019 – 10 January 2020

Since 23 September 2019 the Outer North East Community Committee Facebook page has **286 page 'likes'** (and currently has) **312 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 23 September 2019 was the posting regarding the Christmas bin collection schedule. The post has;

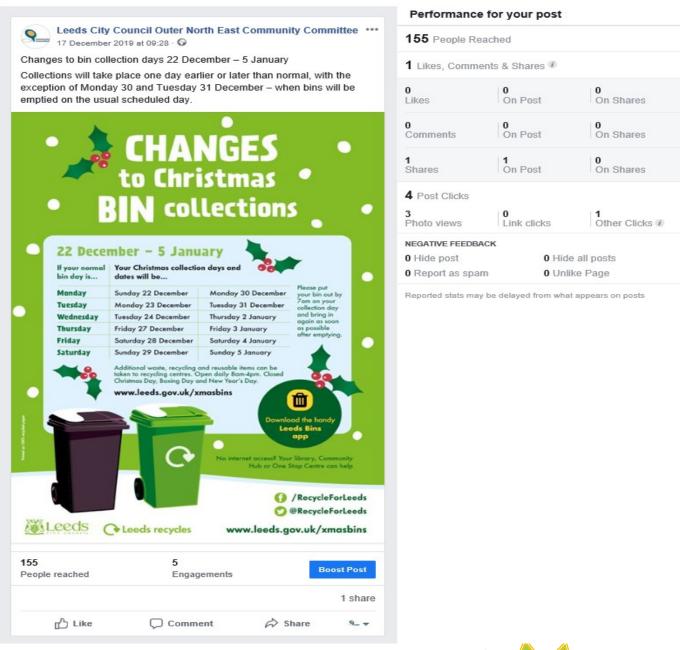
- received 4 post clicks
- 1 post share
- reached a total of 155 people

The following are screenshots of the most popular three posts since the 23 September 2019. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place

The Christmas Bin Collection Schedule

122 people had this post delivered to them and it had 4 post clicks

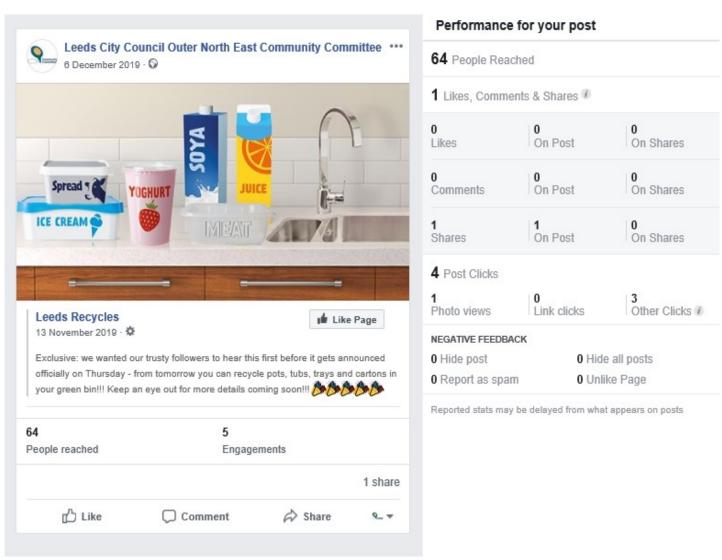




2nd Place

Leeds Recycles

64 people had this post delivered, with 4 post clicks.





3rd Place

Leeds Homeshare

60 people had this post delivered.

