



Outer North West Community Committee

FACEBOOK highlights

2nd December 2019 – 14th February 2020

Appendix 1

Since 2nd Decemberr 2019 the Outer North West Community Committee Facebook page has gained: **15 new page 'likes'** (and currently has) **676 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 2nd December was the posting regarding Leeds City Council Outer North West Community Committee. The post:

- **has 7 likes**
- **has reached a total of 565 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 –Youth Activity Funding Round 2020-2021

The post had 25 post clicks, with 7 likes.

Performance for your post

565 People Reached

17 Likes, Comments & Shares

7 Likes	2 On Post	5 On Shares
1 Comments	1 On Post	0 On Shares
9 Shares	9 On Post	0 On Shares

24 Post Clicks

6 Photo views	0 Link clicks	18 Other Clicks
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NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Top Post!