

Outer North East Community Committee FACEBOOK Highlights 11 January 2020 – 6 March 2020

Since 11 January 2020 the Outer North East Community Committee Facebook page has 292 page 'likes' (and currently has) 319 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.

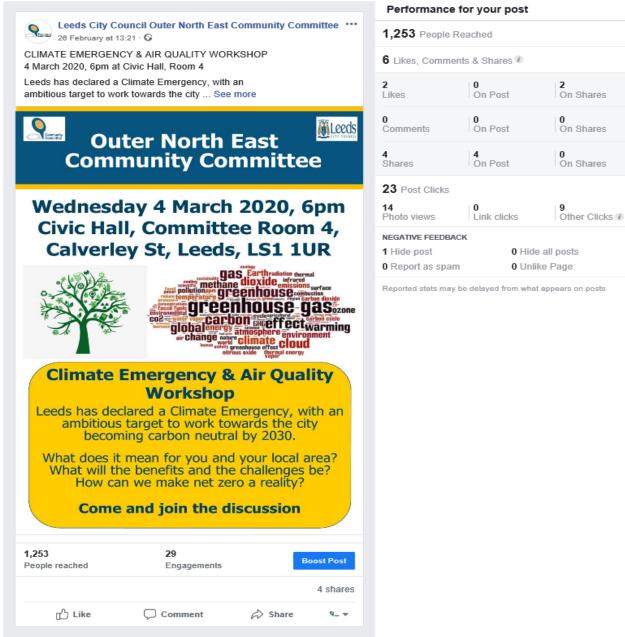
By far the most popular post since the 11 January 2020 was the posting regarding the climate emergency workshop. The post has;

- received 23 post clicks
- 4 post share
- reached a total of 1,253 people

The following are screenshots of the most popular three posts since the 11 January 2020. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place

Outer North East Community Committee Climate Emergency Workshop

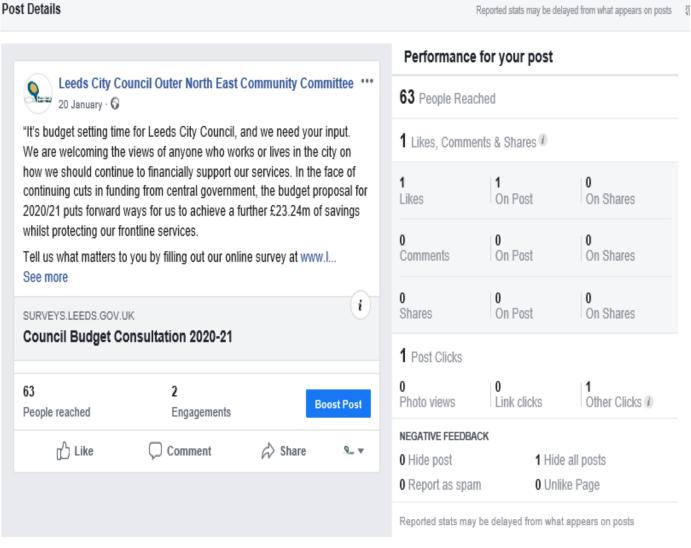




2nd Place

Council Budget Consultation 2020/21

63 people had this post delivered, with **1** post clicks.





3rd Place

Leeds Apprenticeship Recruitment Fair

52 people had this post delivered. With 2 post clicks

