



Inner East Community Committee & COVID-19 Groups

FACEBOOK highlights

22nd February 2022 – 30th May 2022

Appendix 1

Since 17th November the Inner East Community Committee Facebook page has gained **87 new page followers** putting the total followers at 1,532.

This means that this is the **3rd** most popular Community Committee page in the last 28 days.

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.

Having said that, all posts can be read without any further interaction!

The most popular post since 22nd February 2022 is the LCC Inner East Community Committee post regarding 150 years of Roundhay Park 2022.

- has reached a total of 3,961 people
- has been shared 5 times

The following below are screenshots of the most popular three posts since the 22nd February 2022.

Alongside are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Celebrating 150 years of Roundhay Park

2,267 people had this post delivered to them, with 2 reactions, 0 comments and 3 shares.



the friends of
ROUNDHAY
PARK

Friends of Roundhay Park presents

ROUNDHAY PARK FESTIVAL 2022

Saturday 16th July 2022
from 12-8pm

with a calendar of events
over the summer

Highlights:
Live Music
Community stands
Food stalls
Morris Dancing
Art and photo exhibitions
Children's Day parade
Orienteering
Live theatre
Fairground rides
Heritage talks
Geology walks
...and loads more!

CELEBRATING 150 YEARS • CELEBRATING 150 YEARS

In partnership with Roundhay WI, Leeds Local Parks, Leeds Parks and Countryside

Join us at www.forp.org, email pr@forp.org
or follow our Facebook page for more details

Design: Scamp
Photography: arts

Leeds CITY COUNCIL
Community Committee

Post insights

Celebrating 150 years of Roundhay Park 2022 makes the 150th anniversary of the official opening of...
Published by Patrick Lcc · 23 March ·

Post impressions	Post reach	Post engagement
4,101	3,961	328

Distribution

+11.7x more impressions than your other posts within 21+ days of publishing. [Learn more](#)

Interactions

Reaction	Count
Like	35
Love	4
Haha	0
Wow	0
Care	0
Angry	1

Interaction	Count
Reactions	40
Comments	13
Shares	10
Other clicks	174

Other

- Hide post
- Hide all posts

2nd Place – Volunteer Research

1,005 people had this post delivered, with 6 reactions, 0 comments & 6 shares.

A screenshot of a Facebook post's insights page. The post title is "Do you wish your kids could play out like you did when you were little? Help make good things happen...". It was published by Abigail Masenga Lcc on 10 March. The insights show 1,076 post impressions, 1,005 post reach, and 44 post engagement. The distribution section notes a +3.1x increase in impressions compared to other posts within 21 days. The interactions section shows 5 likes, 1 love, and 0 reactions (laughing, shocked, sad, angry). Other metrics include 6 reactions, 0 comments, 3 link clicks, 6 shares, and 12 other clicks.

Post insights

Do you wish your kids could play out like you did when you were little? Help make good things happen...

Published by Abigail Masenga Lcc · 10 March · 🌐

Post impressions	Post reach	Post engagement
1,076	1,005	44

Distribution

+3.1x more impressions than your other posts within 21+ days of publishing. [Learn more](#)

Interactions

Like	Love	Laughing	Shocked	Sad	Angry
5	1	0	0	0	0

Reactions: 6

Comments: 0

Link clicks: 3

Shares: 6

Other clicks: 12

Other

Hide post

3rd Place – 5 Day Course in hospitality

624 people had this post delivered to them. There 5 reactions, 2 comments and 6 share.



Post insights

Are you interested in working in the hospitality industry? This 5 day course will give you the skills yo...
Published by Patrick Loo · 12 April · 🌐

Post impressions	Post reach	Post engagement
671	624	19

Views

3-second video views	140
1-minute video views	0
Average minutes viewed	0:03

Interactions

👍	👍	😂	😱	😭	😡	
5	0	0	0	0	0	
Reactions						5
Comments						2
Shares						6
Other clicks						5