



Inner East Community Committee & COVID-19 Groups

FACEBOOK highlights

31st May - 6th September 2022

Since 31st May 2022 the Inner East Community Committee Facebook page has gained **79 new page followers** putting the total followers at 1,611.

This means that this is the **3rd** 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.

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

The most popular post since 31st May 2022 is the LCC Inner East Community Committee post regarding Are you worrying about Money? Support is available in Leeds.

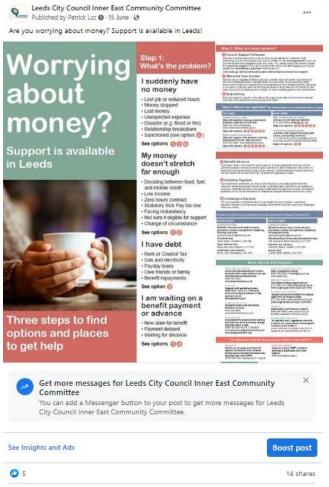
- has reached a total of 1.231 people
- has been liked, commented on or shared 30 times

The following below are screenshots of the most popular three posts since the 31st May 2022.

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

1st Place – Worrying about Money?

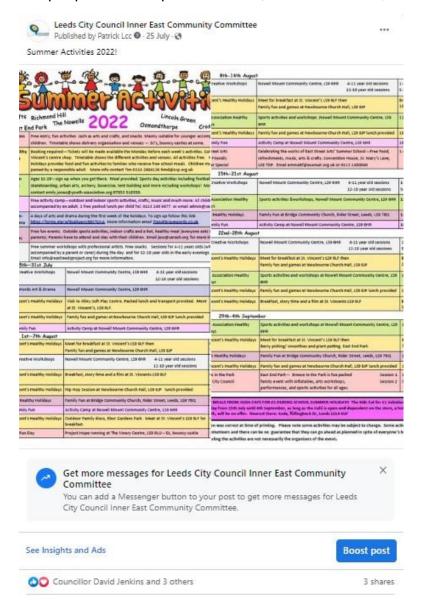
1,231 people had this post delivered to them, with **5** reactions, **0** comments and **14** shares.





2nd Place – Summer Activities 2022!

893 people had this post delivered, with 4 reactions, **0** comments & **3** shares.







3rd Place - Construction work

890 people had this post delivered to them. There 1 reaction, 0 comments and 7 share.

