Inner East Community Committee



FACEBOOK highlights

21st November 2022 – 5th March 2023

Since 21st November 2022 the Inner East Community Committee Facebook page has gained **20 new page followers** putting the total followers at 1,649.

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 21st November 2022 is the LCC Inner East Community Committee post regarding the **East End Park Christmas Tree Gathering**.

- has reached a total of **5,672** people
- has been liked, commented on or shared 15 times

The following below are screenshots of the most popular three posts since the 21st November 2022.

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

1st Place – East End Park Christmas Tree Gathering

5,672 people had this post delivered to them, with **12** likes/reactions, **1** comment and **2** shares.

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Leeds City Council Inner East Community Committee

What a fantastic event at East End Park Christmas Tree Gathering on Saturday!

The event was a collaboration between Opera North, Your Space, Richmond Hill Primary Academy, LCC Community Committee and East End Park Bowling Club, where residents were invited to hear the delights of the Richmond Hill Academy Choir, take part in a singing session with Opera North, sing some festive favourites together and enjoy some seasonal refreshments.

The singing and music took place around the Christmas tree & lights at East End Park, which Clirs Denise Ragan, Luke Farley and Asghar Khan kindly funded for the community.

A special thank you to all the Partners that pulled this together and made this happen: Opera North, Touchstone, Burmantofts & Richmond Hill Anchor, East End Park Bowling Club, Richmond Hill Primary

Academy Choir, Opera North, and West Yorkshire Police.

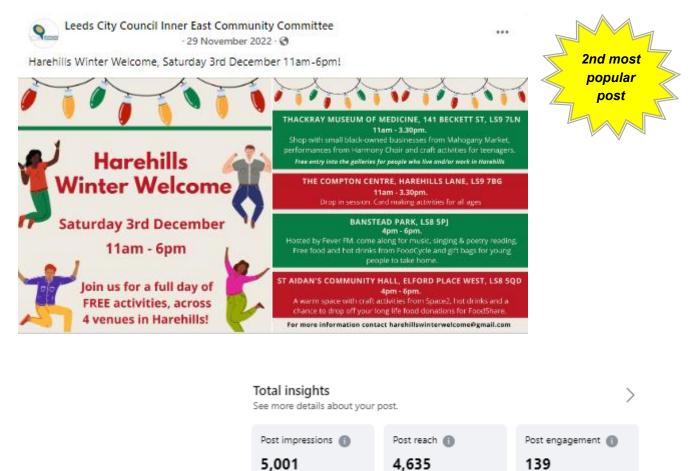




Total insights See more details about your post.		
Post impressions () 5,795	Post reach (1) 5,672	Post engagement (1)

2nd Place – Harehills Winter Welcome

4,635 people had this post delivered, with **20** likes/reactions, **1** comment & **10** shares.



3rd Place – St Vincent's – Volunteers Wanted

1,998 people had this post delivered to them. There **19** reactions, **8** comments and **21** shares.

