



**Outer North West Community Committee
& COVID-19 Groups
FACEBOOK Highlights
6th March 2023 – 30 April 2023**

Outer North West Community Committee

Since 6th March 2023 the Outer North West Community Committee Facebook page has gained: **3 new page 'likes'** (and currently has) **919 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.

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

The most popular post since 6th March 2023 is: Everyone is arriving at the Outer North West Community Youth Summit 2023
This post has reached 313 users and 5 people have engaged with the post.

The following below are screenshots of the most popular three posts since 6th March 2023. Alongside it is the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Everyone is arriving at the Outer North West Community Youth Summit

2023

This post has reached 313 users and 5 people have engaged with the post.



Leeds City Council Outer North West Community Committee



24 March · 🌐

Everyone is arriving at the Outer North West Community Youth Summit 2023 [#onwyouthsummit2023](#)



2nd Place – Question and Answer session with your Local Ward Councillors

This post reached 287 users and 3 users engaged with the post.



Leeds City Council Outer North West Community Committee



24 March · 🌐

Question and Answer Session with your Local Ward Councillors the young people asked lots of interesting questions at the Outer North West Community Youth Summit 2023

[#onwyouthsummit2023](#)



3rd Place – Young people having fun at the Outer North West Community Youth Summit 2023

This post reached 231 users and 2 users engaged with the post.



Leeds City Council Outer North West Community Committee



24 March · 🌐

The young people are having fun already at the Outer North West Community Youth Summit 2023 [#onwyouthsummit2023](#)

