



Outer North West Community Committee
FACEBOOK highlights

13th March 2019 – 12th June 2019

Since 13th March 2019 the Outer North West Community Committee Facebook page has gained:

- **4 new page 'likes' and currently has 581 likes**
- **8 new followers since 13th March 2019**

This means that this is the **eighth** 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.

By far the most popular post since the 13th March 2019 was the posting regarding the cleaning the staircase at Yeadon Town Hall


- has been shared 0 times
- liked 2 times
- **has reached a total of 146 people**

On the following pages are screenshots of the most popular posts since the 13th March 2019. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Cleaning at Yeadon Town Hall

146 people had this post delivered to them and it had **13 post clicks**. There were also 2 post likes, alongside **2 likes, comments and shares**.

Leeds City Council Outer North West Community Committee
Published by Jenna Elizabeth Robinson [?] · 25 March · 🌐



Yeadon Town Hall
25 March · 🌐

Like Page

Giving the tiles on our main staircase some much needed TLC!

Want to see what we've been up to and what we're planning next? Come along to our Open Afternoon on 13th April from 12pm-4pm.

146 People reached **15** Engagements Boost Unavailable

Lindsay Wilson and Kat Robinson

Like Comment Share

Performance for your post

146 People Reached

2 Likes, Comments & Shares

2 Likes	2 On Post	0 On Shares
----------------	------------------	--------------------

0 Comments	0 On Post	0 On Shares
-------------------	------------------	--------------------

0 Shares	0 On Post	0 On Shares
-----------------	------------------	--------------------

13 Post Clicks

3 Photo views	0 Link clicks	10 Other Clicks
----------------------	----------------------	------------------------

NEGATIVE FEEDBACK

1 Hide post **0** Hide all posts

0 Report as spam **0** Unlike Page


Reported stats may be delayed from what appears on posts

2nd Place – police and partner agencies conducted an operation in Adel & Wharfedale targeting scrap metal vans

117 people had this post delivered to them and it had **23 post clicks**. There were also 2 post likes, alongside 2 likes, comments and shares.

Post Details

Leeds City Council Outer North West Community Committee
Published by Jenna Elizabeth Robinson [?] · 2 April · 🌐



West Yorkshire Police - Leeds North West
1 April · 🌐 [Like Page](#)

This morning police and partner agencies conducted an operation in Adel & Wharfedale targeting scrap metal vans. A number of vehicles were stopped and various checks on people, vehicles and licences carried out. Several notices, tickets and fines were issued plus a local vehicle known for drug dealing was seized for no insurance and the driver reported for no licence.

117 People reached 25 Engagements [Boost Unavailable](#)

1 share

[Like](#) [Comment](#) [Share](#) [More](#)

Performance for your post

117 People Reached

2 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	1 On Post	1 On Shares

23 Post Clicks

1 Photo views	0 Link clicks	22 Other Clicks
----------------------	----------------------	------------------------

NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts