



Outer North West Community Committee

FACEBOOK highlights

24th June 2019 – 2nd September 2019

Appendix 1

Since 24th June 2019 the Outer North West Community Committee Facebook page has gained: **7 new page 'likes'** (and currently has) **588 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. Posts can however be read without any further interaction.

By far the most popular post since the 24th June was the posting regarding Leeds City Council Outer North West Community Committee. The post:

- **has 1 like**
- **has reached a total of 138 people**

The following are screenshots of the most popular two posts since the 24th June. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Leeds City Council Outer North West Community Committee

The post had 21 post clicks, with 1 like.

Leeds City Council Outer North West Community Committee
Published by Jonny Lcc [?] · 2 July · 🌐

Stay well this summer! You can find lots of tips, advice and guidance here including managing hayfever, staying safe in the sun and keeping hydrated bit.ly/2FCT3R5 to go with #StayWellThisSummer.jpg

Help us help you this summer, read our health guide and find out how you could pick over-the-counter medicines to keep you well. Why not pick up the essentials at your local pharmacy or on your next weekly shop #HelpUSHelpYou bit.ly/2FCT3R5 to go with outside images

Going abroad... See more

Stay well over summer

Find out how you can prepare yourself for all that the British summer could send your way

Leeds City Council Outer North West Community Committee
Community

Send Message

Performance for your post

138 People Reached

1 Likes, Comments & Shares 🗨

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

1 Post Clicks

1 Photo views	0 Link clicks 🗨	0 Other Clicks 🗨
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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



2nd Place – Breeze in the park

People reached were 133, with 11 post clicks. There were also 4 post likes.

Leeds City Council Outer North West Community Committee
Published by Jonny Lcc [?] · 9 August at 13:21 · 🌐



Breeze Leeds
9 August at 12:07 · 🌐

Sadly we have been 'out breezed' for tomorrow's event at YEADON TARN. Due to the forecast of gales we will be unable to operate the activities safely. 🌧️🌪️🌧️🌪️🌧️

Ther...
See more

133 People reached **15** Engagements Boost Unavailable

2 shares

Like Comment Share

Performance for your post

133 People Reached

4 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	2 On Post	2 On Shares

11 Post Clicks

0 Photo views **0** Link clicks

NEGATIVE FEEDBACK

0 Hide post
0 Report as spam

Reported stats may be delayed

