



Outer East Community Committee
FACEBOOK highlights
 8th November 2019 – 5th February 20

Since 8th November the Outer East Community Committee Facebook page has 2,443 likes and 2,336 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.

The most popular post since 8th November was regarding the Temple Newsam Consultation. The post:

- has been shared 15 times
- has reached a total of 5,410 people

The following are screenshots of the most popular posts since the 7th August. Alongside it are the figures for how many people the post reached and how many people engaged with the post.

1st Place – Temple Newsam Consultation

5,410 people had this post delivered to them and it had 661 post clicks, with 15 shares.

Leeds City Council Outer East Community Committee

We would like to hear your views on proposals to make some changes to the golf course at Temple Newsam. To find out more and to share your views visit:
<https://www.leeds.gov.uk/.../temple-newsam-golf-course-consul...>

5,410 People Reached

57 Reactions, comments & shares

17 Like	2 On post	15 On shares
1 Angry	0 On post	1 On shares
18 Comments	3 On Post	15 On Shares
21 Shares	21 On Post	0 On Shares

661 Post Clicks

29 Photo views	129 Link clicks	503 Other Clicks
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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


Get more likes, comments and shares
 Boost this post for £15 to reach up to 6,600 people.

5,410 People reached **718** Engagements **Boost Post**






2nd Place – Christmas fun for young people at Halton Library.

1,880 people had this post delivered. There were also 22 likes, comments and shares.



Leeds City Council Outer East Community Committee

Christmas fun for young people at Halton Library this December 😊

1,880 People Reached

22 Likes, Comments & Shares

13 Likes	2 On Post	11 On Shares
0 Comments	0 On Post	0 On Shares
9 Shares	9 On Post	0 On Shares


69 Post Clicks

51 Photo views	0 Link clicks	18 Other Clicks
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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 most popular post

Get more likes, comments and shares
Boost this post for £15 to reach up to 6,600 people.


1,880
People reached

91
Engagements

Boost Post


3rd Place – Sunflower Planting.

1,166 people had this post delivered, with 38 post clicks. There were also 4 likes, comments and shares.



Leeds City Council Outer East Community Committee

Fancy getting involved in some sunflower planting? 🌻



WED, 19 FEB AT 13:00

Sunflower Planting

Temple Newsam Estate · Leeds

★ Interested

You like Temple Newsam Estate

1,166 People Reached

4 Likes, Comments & Shares ⓘ

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


38 Post Clicks

0 Photo views	26 Link clicks ⓘ	12 Other Clicks ⓘ
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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

 **Get more likes, comments and shares**
Boost this post for £39 to reach up to 17,000 people.

1,166
People reached

42
Engagements

Boost Event

