

## Outer North West Community Committee

## **FACEBOOK** highlights

22<sup>nd</sup> September – 17<sup>th</sup> November 2020

Since 2<sup>nd</sup> September 2020 the Outer North West Community Committee Facebook page has gained: **15 new page 'likes'** (and currently has) **761.** 

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.

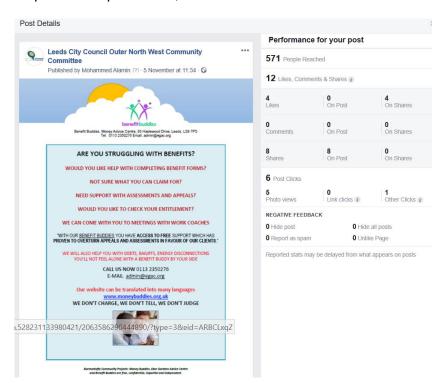
By far the most popular post since the 2<sup>nd</sup> September 2020 was the posting regarding Benefit Buddies

- has 4 likes
- has reached a total of 571 people

The following are screenshots of the most popular two posts since the 2<sup>nd</sup> September 2020. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

## 1st Place - Benefit Buddies

The post had 6 post clicks, with 4 likes.





## 2nd Place - Live Well Leeds Grants

The post had 17 post clicks, with 4 likes.

