

Outer South Community Committee

FACEBOOK highlights

9th June 2023 - 14th September 2023

Outer South Community Committee

Since 1st March 2023 the Outer South Community Committee Facebook page has gained: **99 new followers** (and currently has) **1,484 followers** and has a **page reached** of **46,795** over the above period. With **74 new Page likes**

Facebook Page reach - The number of people who saw any content from or about your Page, including posts, stories, ads, social information from people who interact with your Page and more.

This means that this is the **fourth** 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!!

The most popular post since the 9th June 2023 the posting regarding:

Breeze in the Park

has reached a total of 2,350 people.

The following below are screenshots of the most popular three posts since the 9th June 2023. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place - Breeze in the Park today at Springhead Park in Rothwell

2,350 people had this post delivered to them and it had 163 Post Engagement.



Good Morning

3

Don't forget Breeze on the Park today at Springhead Park in Rothwell. Looking for something fun to do with your Young people..

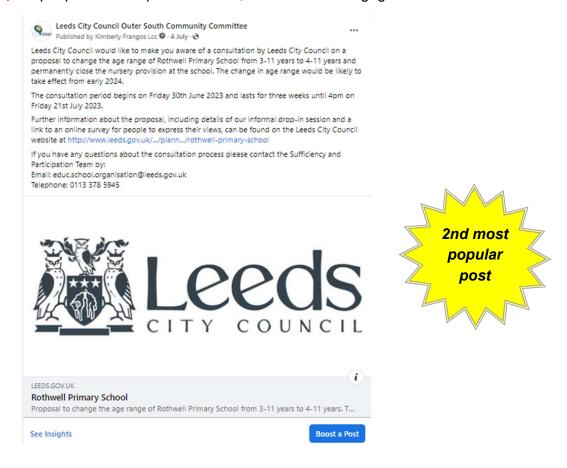
https://www.breezeleeds.org/whatson.../breeze-in-the-park/



3 shares

2nd Place – Rothwell Primary School Consultation

1,700 people had this post delivered, with 706 Post Engagement



3rd Place - Breeze in the Park at Blackgates

Leeds City Council Outer South Community Committee

1,299 people had this post delivered, with **31** Post Engagements.



Comment Comment

Share

