

## **Outer North East Community Committee Facebook Highlights**

18th September – 27th November 2023

Appendix 1

Since 18th September 2023 the Outer North East Community Committee Facebook page currently has 789 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. Having said that, all posts can be read without any further interaction!!

The most popular post since 18th September 2023, was the post regarding the West Yorkshire Combined Authority Consultation.

- Viewed 2,718 times
- Engaged with 132 times.
- Reached a total of 2,421 people.

The following are screenshots of the most popular three posts since 18th September 2023. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.



## Leeds City Council Outer North East Community Committee

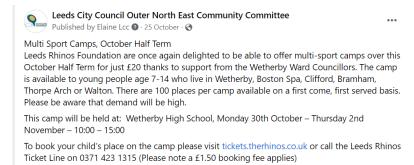
Published by Elaine Lcc ② · 1 November at 18:18 · ③ Have your say on how buses are run in West Yorkshire

The West Yorkshire Combined Authority (the Combined Authority) believes it needs to change the way local buses are run to achieve our ambitions for better buses in West Yorkshire. The Combined Authority wants to hear your views and has a consultation running from 10 October 2023 to 7 January 2024.

For further information and to take part in the consultation please visit Bus Reform | Your Voice (westyorks-ca.gov.uk)

## 2<sup>nd</sup> Most Popular – Multi Sports Camps

1,178 people had this post delivered, with 23 Engagements.



## 3<sup>rd</sup> Most Popular – Children Eat Free Half Term

252 people had this post delivered to them with 9 Engagements.

