



Outer West Community Committee

FACEBOOK highlights

20thth May 2024 - 6th August 2024

https://www.facebook.com/LCCOuterWest

The Facebook page for the Outer West Community Committee has continued to provide support, information, and access to multiple services. With regular updates, the number of followers and interactions has been reflected in the interaction of the local community. Since 20th May the Outer West Community Committee Facebook page has:

- Further increased the total number of page followers to 1,505
- Held a position as the 4th most popular Community Committee Facebook page across Leeds

Definitions:

- '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 gaging 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, many posts can be read without any further interaction!

1st Place - Farnley & Wortley Fun Day

4764 people had this post delivered to them and it had 297 post clicks.



2nd Place – Breeze in the Park

1882 people had this post delivered to them and it had **51** post clicks.



3rd Place - Bands in the Park

1870 people had this post delivered to them and it had **84** post clicks.



Contact Details:

The Outer West Community Committee Facebook page continue to be maintained by the Localities Officer and Engagement Support Officer for Outer West. The Outer West Community Committee wants to work with organisations and individuals in the area to promote local initiatives, advice, and good news stories that can benefit the local community.

If you wish to get in touch, please contact:

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Localities Officer – Outer West Community Committee