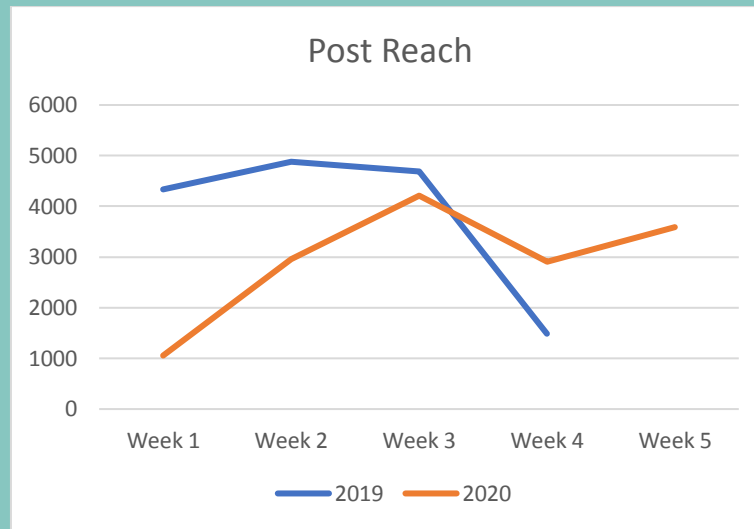
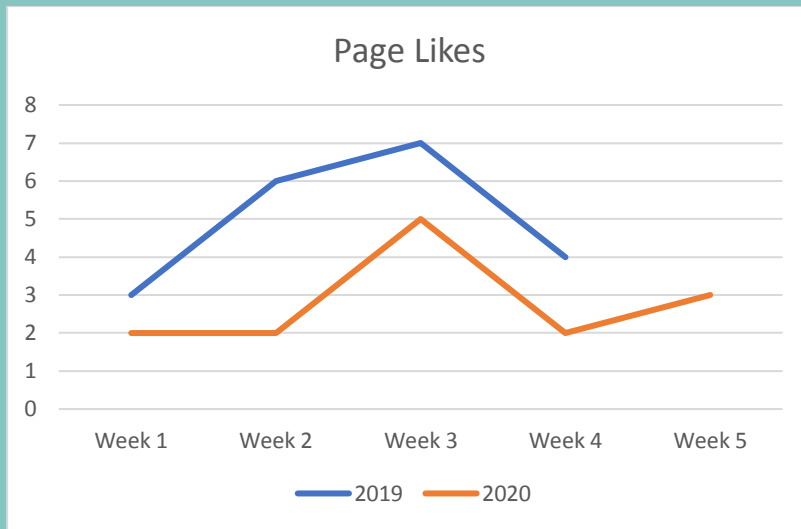


# Kings Hill Parish Council October 2020 Facebook Performance Tables

**Page Likes** - enables you to promote your business and engage with people on Facebook and stay informed about your business.

**Post Reach** - the number of people who have seen your post in their news feed. The post counts as having reached someone when it is loaded and shown in News Feed.



**Post Engagements** - indicates interactions rather than just views. Facebook defines engagement as including all clicks, not only comments, likes and shares. If the post has a high Reach, it doesn't necessary mean there is high engagement.

**Page views** - the number of times a Page's profile has been viewed by people, including people who are logged into Facebook and those who aren't.

