

Inner West Community Committee & COVID-19 Groups

Appendix 3

6th March 2021 – 5th July 2021

Inner West Community Committee

Since 6th March 2021 the Inner West Community Committee Facebook page has gained: **77 new page 'likes'** (and currently has) **1,053 Likes and 1,305 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 the 6th March 2021 is the post regarding

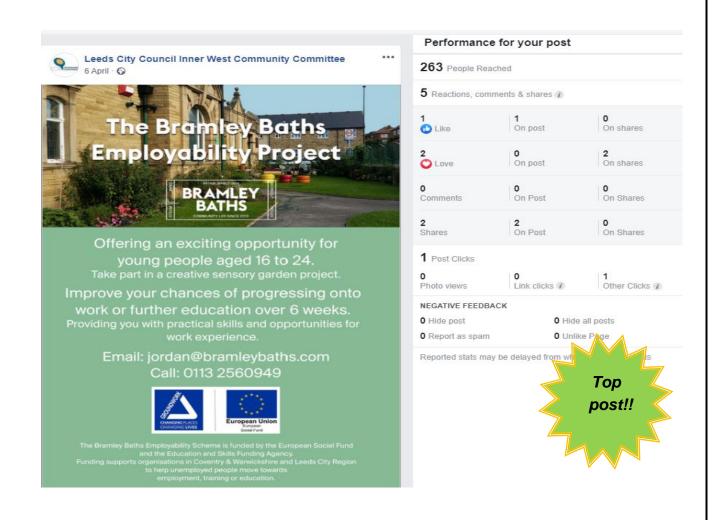
The Bramley Baths Employability Project Offering an exciting opportunity for young people aged 16 to 24.

- has been shared 2
- has reached a total of 263

The following below are screenshots of the most popular three posts since the 6th March 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – The Bramley Baths Employability Project

263 people had this post delivered to them and it had **1** post clicks, with **5** likes, comments and shares.



2nd Place – Swimming Sessions at Bramley Baths

242 people had this post delivered, with **12** post clicks with **8** likes, comments & shares.



| Performance | for your post | 2nd |
|------------------|------------------|-------------|
| 242 People Reach | ned | most |
| Likes, Comments | & Shares (i) | |
| kes | 1 On Post | 1 On Sh |
| omments | 0 On Post | 5 On Sh |
| ares | 1 On Post | On Sh |
| 2 Post Clicks | | |
| hoto views | O Link clicks | 11 Other |
| EGATIVE FEEDBAC | к | |
| Hide post | 0 Hide | all posts |
| Report as spam | 0 Unlike Page | |

3rd Place – Armed Forces Day

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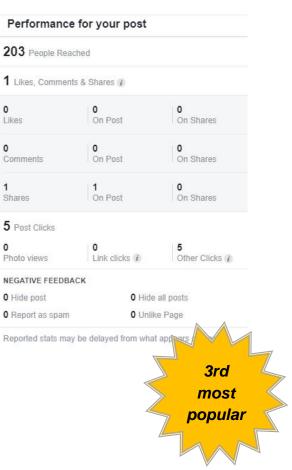
203 people had this post delivered to them. There were **5** post clicks and **1** likes, comments and shares



Leeds City Council Inner West Community Committee

Although we can't hold our usual Armed Forces Day celebrations in Leeds

this year, we're holding a flag raising ceremony at 11am on Saturday 3rd



COVID-19 Facebook Groups

The Communities Team have set up **33** ward based **Coronavirus Help Facebook Groups** as a way of promoting services, supporting communities and cascading information in an attempt to tackle the Coronavirus pandemic. Key charities, voluntary groups, community groups, Councillors, as well as the wider population in the local community are all invited to join the pages.

As well as key messages from the main Leeds City Council Facebook Page being used to deliver information to each ward, the pages are also there to generate discussion and debate but also hopefully facilitate conversations around being neighbourly during the national pandemic and assist if possible in some of the volunteering efforts.

To date, **Armley** has **157** members, **Bramley and Stanningley** has **69** members, and **Kirkstall** has **252** members.

The committee is asked to note the specific **Coronavirus Facebook Ward Pages** and are invited to join the pages in an attempt to increase traffic.

- Armley: https://www.facebook.com/groups/240058733840731/
- Bramley and Stanningley: <u>https://www.facebook.com/groups/204369294167978/</u>
- Kirkstall: https://www.facebook.com/groups/210253080212370/