

Inner South Community Committee Facebook Page and COVID-19 Groups

Highlights

24th May 2021-20th June 2021

Inner South Community Committee Facebook Page

Since 24th May 2021 the Inner South Community Committee Facebook page has gained: **2 new page 'likes'** (and currently has) **1,227 likes** (as of 20th June 2021). It has gained **2 new followers** since the last update, making a total of **1,461 followers** in total.

This means that this is the *second* 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.

However, all posts can be read without any further interaction.

The **most popular post** since the 24th May 2021 was the posting regarding Various job opportunities at Northern Building Plastics, seen at their depot in the Elland Road Industrial Estate. This has:

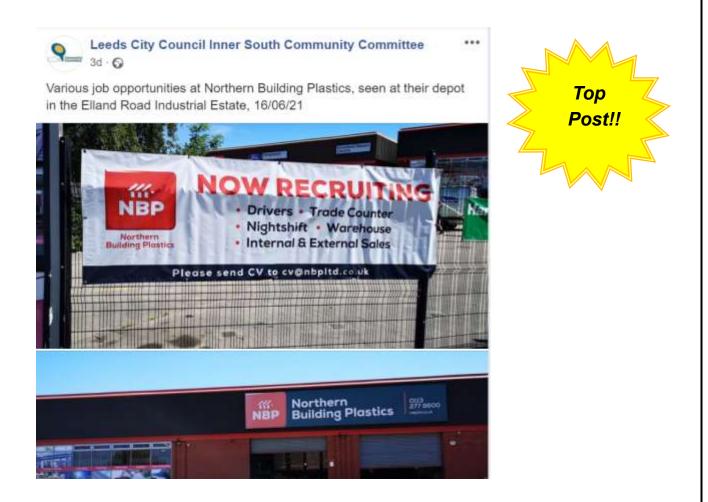
- been shared 5 times
- reached a total of 1,324 people

The following (below), are screenshots of the three most popular posts since the 24th May 2021.

Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Various job opportunities at Northern Building Plastics, seen at their depot in the Elland Road Industrial Estate

1,324 people had this post delivered to them and it had **33** post clicks, with **8** likes, comments and shares.



2nd Place - New images of planned improvements to Leeds Station.

171 people had this post delivered, with **13** post clicks with **0** reactions, comments & shares.



New images of planned improvements to Leeds Station have been published today.

The Leeds Station – Sustainable Travel Gateway scheme will improve the station's main entrance and surrounding area, creating a much more pedestrian-friendly environment.

The scheme will see the whole of New Station Street pedestrianised, the taxi rank to Bishopgate Street, and providing two large lifts between the two streets. This means people will be able to move safely between the station and ... See more



2nd most popular post

3rd Place – Leeds City College Open Day Saturday 26 June 10am-3pm

22 people had this post delivered to them. There were 6 post clicks and 2 reactions, comments and shares



COVID-19 Ward Based 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.

To date, **Beeston, Holbeck & Cottingley Hall** has **423** members, **Belle Isle and Middleton** has **86** members and **Hunslet & Riverside** has **117** members

Belle Isle and Middleton Coronavirus Help Group

FACEBOOK highlights

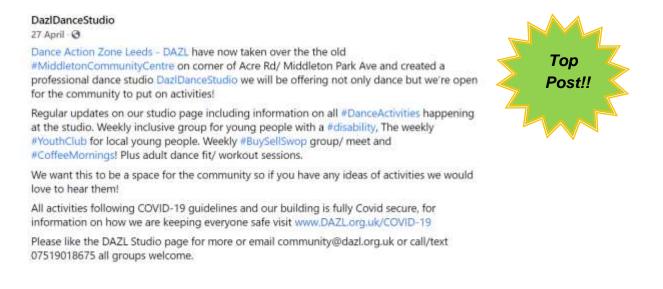
24th May 2021-20th June 2021

Since 24th May 2021 the Belle Isle and Middleton Coronavirus help group has gained: **9 new page 'members'** (and currently has) **86 page members** (20th June 2021).

The following below, is a screenshot of the top post since the 24th May 2021. Alongside it are the figures for how many people have 'seen' and how many people 'engaged' with the post.

Top post –We're open and looking forward to welcoming the community.

25 people have seen this post and it had 1 like and 1 share.



Hunslet & Riverside Coronavirus Help Group

FACEBOOK highlights

24th May 2021-20th June 2021

Since **24th May 2021** the Hunslet & Riverside Coronavirus help group has gained: **1 new page 'member'** (and currently has) **117 page members** (20th June 2021).

The following below, is a screenshot of the top post since the 24th May 2021. Alongside it are the figures for how many people have 'seen' and how many people 'engaged' with the post.

Top post –Over 30, or will be 30 before 1 July? Your vaccine awaits! Get booked in now

23 people have seen this post and it had 2 shares.



Beeston, Holbeck & Cottingley Hall Coronavirus Help Group

FACEBOOK highlights

24th May 2021-20th June 2021

Since 24th May 2021 the Beeston, Holbeck & Cottingley Hall Coronavirus help group has gained: **4 new page 'members'** (and currently has) **423 page members** (as of 20th June 2021).

The following below, is a screenshot of the top post since the 24th May 2021. Alongside it are the figures for how many people have 'seen' and how many people 'engaged' with the post.

Top post – A research team from Leeds (Magpie and Brainbox Research) want to find out more about what young people think about having the COVID-19 vaccine

1277 people have seen this post and it had **4** shares.

