



Inner South Community Committee Facebook Page and COVID-19 Groups

Appendix 2

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.

 Leeds City Council Inner South Community Committee
4d · 🌐

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

 Leeds City Council Inner South Community Committee
5d · 🌐

📣 Leeds City College Open Day Saturday 26 June 10am-3pm 📣

- 👉 Tour state-of-the-art campuses and facilities
- 👉 Get a feel for studying on campus
- 👉 Chat to Curriculum staff about the courses you're interested in
- 👉 Learn more about progressing to university, further study or employment
- 👉 Hear about entry requirements and how to apply
- 👉 Discover everything there is to know about student life in Leeds

BOOK your place now!
<https://leedscitycollege.ac.uk/juneopenevent/>



22 People reached 8 Engagements Boost Unavailable

**3rd most
popular
post**

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.

DazlDanceStudio

27 April · 🌐

Dance Action Zone Leeds - DAZL have now taken over the the old [#MiddletonCommunityCentre](#) on corner of Acre Rd/ Middleton Park Ave and created a professional dance studio [DazlDanceStudio](#) we will be offering not only dance but we're open for the community to put on activities!

Regular updates on our studio page including information on all [#DanceActivities](#) happening at the studio. Weekly inclusive group for young people with a [#disability](#), The weekly [#YouthClub](#) for local young people. Weekly [#BuySellSwap](#) group/ meet and [#CoffeeMornings!](#) Plus adult dance fit/ workout sessions.

We want this to be a space for the community so if you have any ideas of activities we would love to hear them!

All activities following COVID-19 guidelines and our building is fully Covid secure, for information on how we are keeping everyone safe visit www.DAZL.org.uk/COVID-19

Please like the DAZL Studio page for more or email community@dazl.org.uk or call/text 07519018675 all groups welcome.



Top Post!!

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.

James Lcc shared a link.
Admin · 26 May at 20:49 · 🌐

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

NHS
nhs.uk

Top Post!!

NHS.UK
Who can get the coronavirus (COVID-19) vaccine
Find out who can currently get the coronavirus (COVID-19) vaccine.

**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.

James Lcc shared a link.
Admin +1 · 3 June at 17:29 · 🌐

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 and the things that they'd like to know about it. This survey takes about 5 minutes and they don't ask for your name. The results will be used to help the NHS in Leeds answer the questions that people have about getting vaccinated.

https://lbubuilt.qualtrics.com/jfe/form/SV_6XdjjK3wLcmzb5s

LBUBUILT.QUALTRICS.COM
Online Survey Software | Qualtrics Survey Solutions

Visit the COVID-19 Information Centre for vaccine resources.
[Get Vaccine Info](#)

