



Outer North East Community Committee & COVID-19 Groups

FACEBOOK highlights

6th July 2021 – 26th August 2021

Appendix 1

Outer North East Community Committee

Since 6th July 2021 the Outer North East Community Committee Facebook page has gained: **15 new page 'likes'** (and currently has) **602 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 July 2021, the posting regarding Wetherby Breeze in the Park:

- has been shared, commented on or liked 82 times
- has reached a total of 5,807 people

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

1st Place – Wetherby Breeze in the Park

5,807 people had this post delivered to them and it had **478** post clicks, with **82** reactions, comments and shares.

Leeds City Council Outer North East Community Committee ...
is at Wetherby Ings.
27 July · Wetherby · 🌐

WETHERBY BREEZE IN THE PARK 2021
Monday 9 August 2021@ Wetherby Ings, Lodge Lane, Wetherby, LS22 5FN

Funded by your local Councillors; Cllr Norma Harrington, Cllr Alan Lamb and Cllr Linda Richards. ... See more

Fun, food, thrills and chills for under 19s
Breeze™
In the Park

9th August
Wetherby Ings

Booking is essential!
Get your tickets at
Breezeleeds.org

Funded by Outer North East Community Committee

5,807 People Reached		
82 Reactions, comments & shares 🗨️		
22 Like	3 On post	19 On shares
1 Love	0 On post	1 On shares
34 Comments	15 On Post	19 On Shares
25 Shares	25 On Post	0 On Shares
478 Post Clicks		
13	51	414



2nd Place – Proposed Expansion of Allerton High School

2,307 people had this post delivered, with 154 post clicks with 12 reactions, comments & shares.

Leeds City Council Outer North East Community Committee ***
12 July · 🌐

Proposed Expansion of Allerton High School

Following initial consultation on a proposal to permanently expand Allerton High School from 220 places to 280 places in Year 7 from September 2022 onwards, at its meeting on 23 June Leeds City Council's Executive Board approved the recommendation to publish a Statutory Notice in relation to the proposal. A Statutory Notice has been published in the Yorkshire Evening Post today. This is a prescribed, legal process as set out in the D ... [See more](#)



2,307 People Reached

12 Likes, Comments & Shares 📊

10 Likes	2 On Post	8 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

154 Post Clicks

0 Photo views	30 Link clicks 📊	124 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

2nd most popular post


3rd Place – Alwoodley Breeze in the Park

1,648 people had this post delivered to them. There were 158 post clicks and 29 reactions, comments and shares

Leeds City Council Outer North East Community Committee ***
27 July · 🌐

ALWOODLEY BREEZE IN THE PARK 2021
Thursday 26 August 2021@ Cranmer Bank Recreation Ground, 40 Cranmer Gardens, Leeds, LS17 5LA

Funded by your local Councillors: Cllr Dan Cohen, Cllr Neil Buckley and Cllr Peter Harrand. ... [See more](#)



🌱 **Get more likes, comments and shares**
When you boost this post, you'll show it to more people.

1,648 People reached	187 Engagements
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[Boost post](#)

Performance for your post

1,648 People Reached

29 Reactions, comments & shares 📊

5 Like	2 On post	3 On shares
1 Love	0 On post	1 On shares
17 Comments	0 On Post	17 On Shares
6 Shares	6 On Post	0 On Shares

158 Post Clicks

0 Photo views	0 Link clicks 📊	158 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

3rd most popular

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, **Alwoodley** has **42** members, **Harewood** has **82** members and **Wetherby** has **60** 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.

- Alwoodley: <https://www.facebook.com/groups/681365375954435>
- Harewood: <https://www.facebook.com/groups/216974936085436>
- Wetherby: <https://www.facebook.com/groups/234075651062598>