



Outer North East Community Committee & COVID-19 Groups

FACEBOOK highlights

6th July 2021 - 26th August 2021

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.

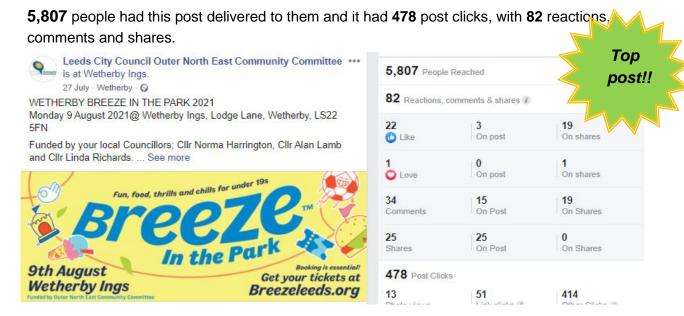
Having said that, all posts can be read without any further interaction!!

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

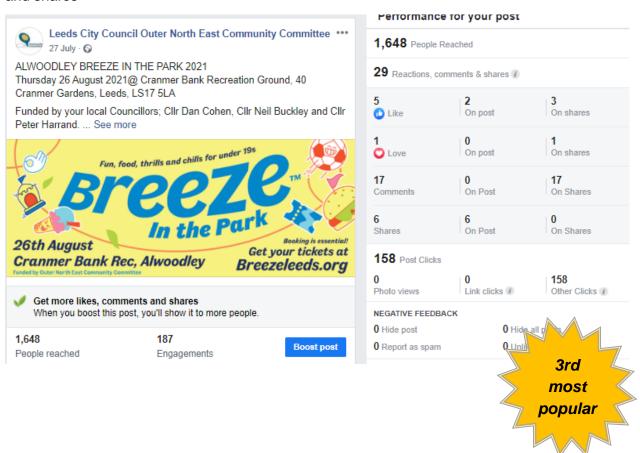


2nd Place – Proposed Expansion of Allerton High School

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



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



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