



# Inner West Community Committee & COVID-19 Groups

6th July 2021 - 3rd September 2021

## **Inner West Community Committee**

Since 6<sup>th</sup> July 2021 the Inner West Community Committee Facebook page has gained: **16 new page 'likes'** (and currently has) **1,069 Likes and 1,345 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 6<sup>th</sup> July 2021 is the post regarding

Midsummer Night's Showcase

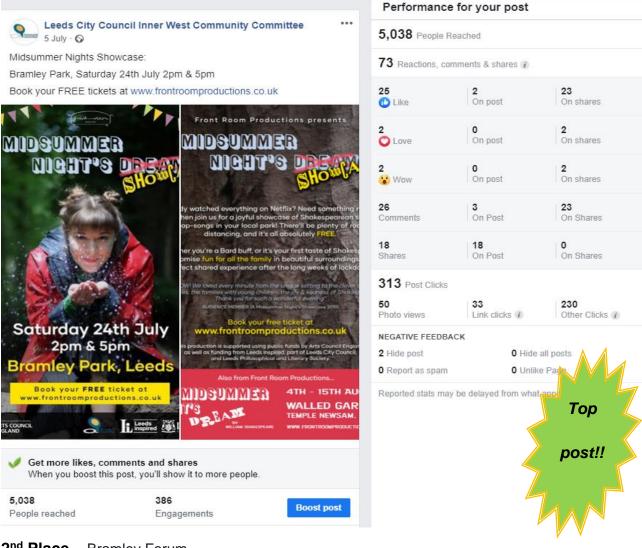
A showcase of Shakespearean scenes and pop songs in Bramley Park

- has been shared 18 times
- has reached a total of 5,038

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

1st Place - Midsummer Night's Showcase

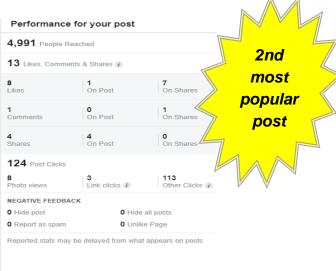
**5,038** people had this post delivered to them and it had **313** post clicks, with **73** likes, comments and shares.



### 2<sup>nd</sup> Place - Bramley Forum

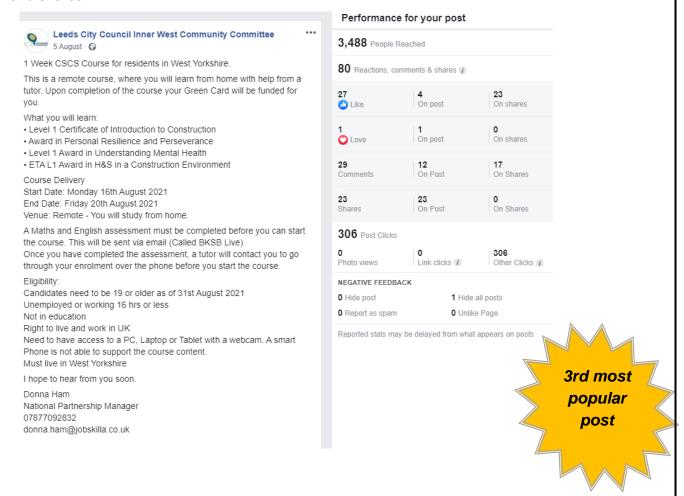
**4,991** people had this post delivered, with **124** post clicks and with **13** likes, comments & shares.





#### 3rd Place - CSCS Course

**3,488** people had this post delivered to them. There were **306** post clicks and **80** likes, 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, **Armley** has **157** members, **Bramley and Stanningley** has **71** members, and **Kirkstall** has **254** 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: <a href="https://www.facebook.com/groups/240058733840731/">https://www.facebook.com/groups/240058733840731/</a>
- Bramley and Stanningley: https://www.facebook.com/groups/204369294167978/
- Kirkstall: <a href="https://www.facebook.com/groups/210253080212370/">https://www.facebook.com/groups/210253080212370/</a>