

Outer South Community Committee & COVID-19 Groups

FACEBOOK highlights

16th July 2021 - 7th September 2021

Outer South Community Committee

Since 15th July 2021 the Outer South Community Committee Facebook page has gained: 3 new page 'likes' (and currently has) 1,106 followers.

This means that this is the *fourth* 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.

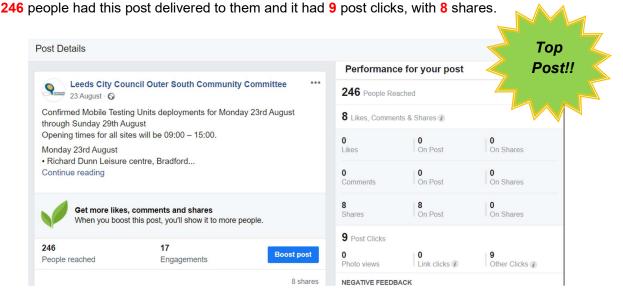
Having said that, all posts can be read without any further interaction!!

The most popular post since the 15th July 2021 the posting regarding: Outer South Community Committee Meeting

- has been shared 8 times
- has reached a total of 246 people

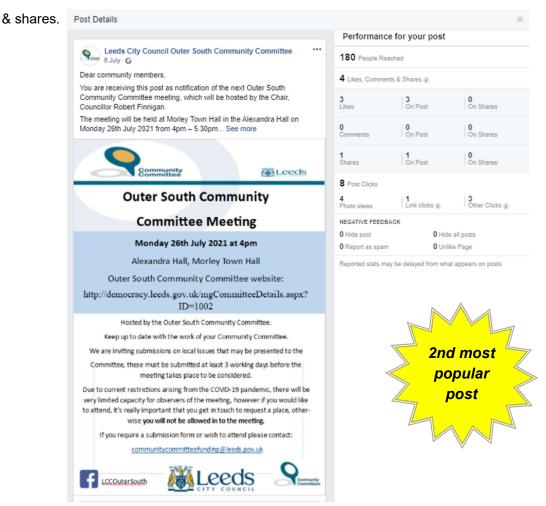
The following below are screenshots of the most popular three posts since the 15th July 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place - Confirmed Mobile Testing Units Deployment



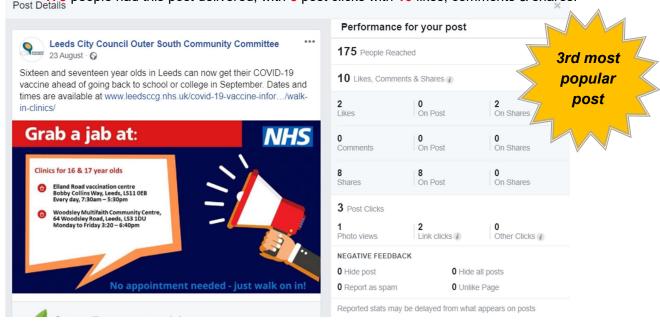
2nd Place - Outer South Community Committee Meeting Invite

180 people had this post delivered, with 8 post clicks with 4 likes, comments



3rd Place - Grab a Jab COVID-19 Vaccination for 16 & 17 year olds

175 people had this post delivered, with 3 post clicks with 10 likes, comments & 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, Ardsley & Robin Hood has 169 members, Morley North has 213 members, Morley South has 64 members and Rothwell has members 76.

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.

- Ardsley & Robin Hood: https://facebook.com/groups/3015216201909400/
- Morley North: https://facebook.com/groups/808971249611489/
- Morley South: https://facebook.com/groups/1081027385584718/
- Rothwell: https://facebook.com/groups/208813890355620/