



Inner East Community Committee & COVID-19 Groups

FACEBOOK highlights

31st July 2021 – 10th September 2021

Appendix 1

Since 31st July 2021 the Inner East Community Committee Facebook page has gained **15 new page likes** putting the total 'likes' at 1,115 and currently has **1,401 followers** (an increase of 30 since the last committee meeting).

This means that this is the **second** most popular Community Committee page in the last 28 days.

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 following below are screenshots of the most popular three posts since the 31st May 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Fernville bowling Club Coffee Morning

995 people had this post delivered to them and it had **13** post clicks, with **19** reactions, comments and shares.

Leeds City Council Inner East Community Committee
1 September · 🌐

Fancy having a go at crown green bowling while supporting a good cause? Why not join Fernville Bowling Club for their coffee morning in aid of Macmillan on Friday 10th September. 🍵🍰

YOU'RE INVITED

Come and join us for tea and cake and a game of crown green bowling.

995 People Reached		
19 Reactions, comments & shares ⓘ		
9 Like	2 On post	7 On shares
1 Love	1 On post	0 On shares
1 Comments	0 On Post	1 On Shares
8 Shares	8 On Post	0 On Shares
13 Post Clicks		
0 Photo views	0 Link clicks ⓘ	13 Other Clicks ⓘ



2nd Place – Job Opportunities In Seacroft

948 people had this post delivered, with 21 post clicks with 15 reactions, comments & shares.

Leeds City Council Inner East Community Committee
2 September · 🌐

◆◆◆ Job Opportunities in Seacroft ◆◆◆

Seacroft Friends and Neighbours are currently recruiting for two team members for the following roles:

★ Minibus Driver/ activity support worker – 35 hrs per week ... See more

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

948 People reached 36 Engagements [Boost post](#)

👍 Jacqueline Pitts and Yaa Serwaa Amaniampong 9 shares

👍 Like 💬 Comment ➦ Share

Performance for your post

948 People Reached

15 Likes, Comments & Shares ⓘ

6 Likes	2 On Post	4 On Shares
0 Comments	0 On Post	0 On Shares
9 Shares	9 On Post	0 On Shares

21 Post Clicks

0 Photo views	0 Link clicks ⓘ	21 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post 0 Hide all posts



3rd Place – Burmantofts Senior Action Support Service

779 people had this post delivered to them. There were 33 post clicks and 13 reactions, comments and shares.

Leeds City Council Inner East Community Committee
25 August · 🌐

Would you like a little company or some support? If you are 60+ living locally to Burmantofts & Richmond Hill please see below 🐝

Caring for Burmantofts seniors
we aim to provide you with care and help you with your needs.

رعاية كبار السن في Burmantofts
هدفنا توفير الرعاية لك ومساعدتك في تلبية احتياجاتك

📞 Call us: 07874034130 Email: asmabenomran5.ab@gmail.com

779 People Reached

13 Likes, Comments & Shares ⓘ

7 Likes	1 On Post	6 On Shares
0 Comments	0 On Post	0 On Shares
6 Shares	6 On Post	0 On Shares

33 Post Clicks

3 Photo views	0 Link clicks ⓘ	30 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post 1 Hide all posts

0 Report as spam 0 Unlike Page



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, **Burmantofts and Richmond Hill** has **84** members, **Gipton and Harehills** has **135** members and **Killingbeck and Seacroft** has **145** 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.

- Burmantofts and Richmond Hill:
<https://www.facebook.com/groups/207593427013706>
- Gipton and Harehills:
<https://www.facebook.com/groups/684218675719062>
- Killingbeck and Seacroft:
<https://www.facebook.com/groups/206345057352165>