



Outer West Community Committee

FACEBOOK highlights

1st September 2021 – 31st October 2021

Outer West Community Committee

<https://www.facebook.com/LCCOuterWest>

The Facebook page for the Outer West Community Committee has continued to provide support, information, and access to multiple services. With regular updates, the number of followers and interactions has been reflected in the interaction of the local community. Since 1st September 2021 the Outer West Community Committee Facebook page has:

- Further increased the total number of page followers to **1,258**
- Held a position as the **4th most popular** Community Committee Facebook page across Leeds

Definitions:

- **'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, many posts can be read without any further interaction!

The most popular post since the 1st September 2021 was a post on local glass recycling points. This post:

- **Reached a total of 250 people**
- **Was shared, liked, commented on 3 times**
- **Was clicked on 10 times**

1st Place – Local glass recycling points (23.09.21)



250 people had this post delivered to them and it had **10** post clicks. A further **3** people liked, commented, and shared the post.

Leeds City Council Outer West Community Committee
23 September

Performance for your post

250 People Reached

3 Likes, Comments & Shares

2 Likes	2 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

10 Post Clicks

1 Photo views	3 Link clicks	6 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

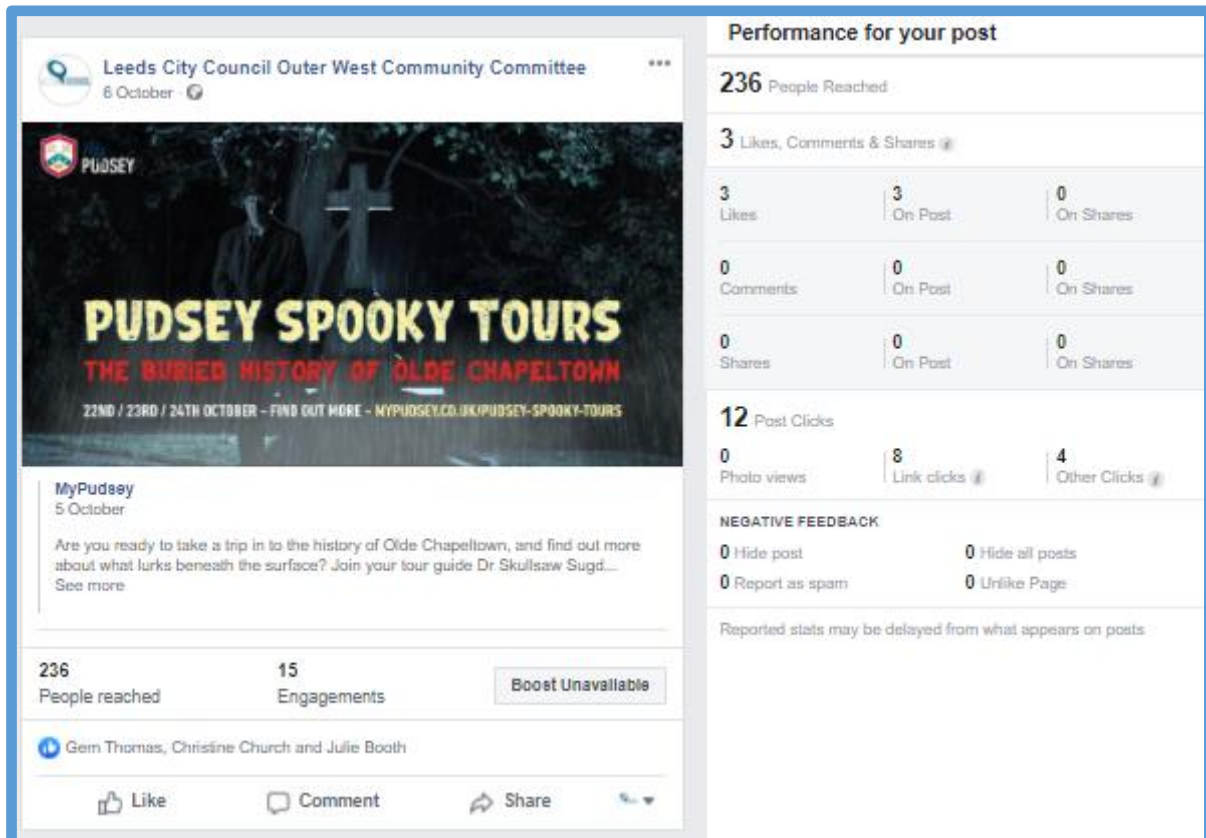
Leeds City Council
23 September

#Recycle Week challenge. Did you know we have over 700 glass banks in Leeds? Have a look on our map and find your nearest one - it may be closer than you think!

2nd Place – MyPudsey – Spooky Tours (05.10.2021)



236 people had this post delivered to them and it had **12** post clicks. A further **3** people liked, commented, and shared the post.

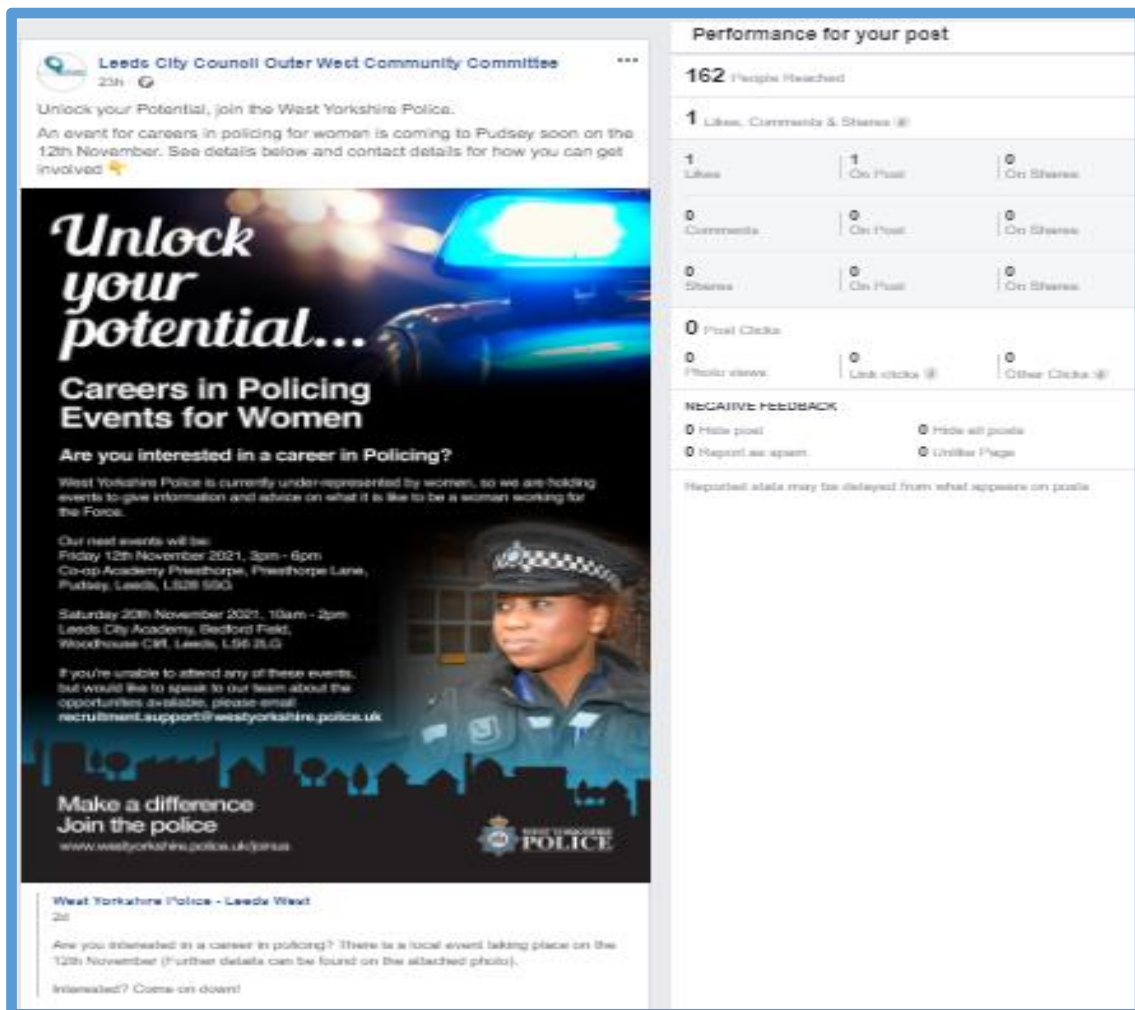


The screenshot shows a Facebook post from MyPudsey, dated 5 October. The post is titled 'PUDSEY SPOOKY TOURS' and features a dark image of a person in a costume. The text of the post reads: 'Are you ready to take a trip in to the history of Olde Chapeltown, and find out more about what lurks beneath the surface? Join your tour guide Dr Skullsaw Sugd... See more'. The post has 236 people reached and 15 engagements. The performance statistics on the right side of the post are as follows:

Performance for your post		
236 People Reached		
3 Likes, Comments & Shares		
3 Likes	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
12 Post Clicks		
0 Photo views	8 Link clicks	4 Other Clicks
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		

3rd Place – Careers in Policing (19/10/2021)

162 people had this post delivered to them. A further 1 person liked, commented, and shared the post.



Leeds City Council Outer West Community Committee
23h

Unlock your Potential, join the West Yorkshire Police.
An event for careers in policing for women is coming to Pudsey soon on the 12th November. See details below and contact details for how you can get involved 🌟

**Unlock your potential...
Careers in Policing
Events for Women**

Are you interested in a career in Policing?

West Yorkshire Police is currently under-represented by women, so we are holding events to give information and advice on what it is like to be a woman working for the Force.

Our next events will be:
Friday 12th November 2021, 3pm - 6pm
Co-op Academy Priesthorpe, Priesthorpe Lane,
Pudsey, Leeds, LS28 59Q

Saturday 20th November 2021, 10am - 2pm
Leeds City Academy, Bedford Field,
Woodhouse Cld, Leeds, LS6 3LG

If you're unable to attend any of these events, but would like to speak to our team about the opportunities available, please email recruitment.support@westyorkshire.police.uk

**Make a difference
Join the police**
www.westyorkshire.police.uk/joinus

West Yorkshire Police - Leeds West
23h

Are you interested in a career in policing? There is a local event taking place on the 12th November (Further details can be found on the attached photo).

Interested? Come on down!

Performance for your post

162 People Reached

1 Likes, Comments & Shares (0)

1	1	0
Like	On Post	On Shares
0	0	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares
0	0	0
Post Clicks		
0	0	0
Photo views	Link clicks (0)	Other Clicks (0)

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 profile.

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 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.

The table below outlines the total membership numbers for each Outer West ward page:

Outer West Ward	Number of Members
Calverley & Farsley	51
Farnley & Wortley	163
Pudsey	556
Total	770

Since 1st September 2021, the pages have maintained a stable membership.

As a committee area of Leeds, Outer West remains **number 1** across the city in terms of collective membership to these Coronavirus help pages.

The committee is asked to note the specific **Coronavirus Facebook Ward Pages** links and are invited to share these links to increase traffic further:

- Calverley & Farsley - <https://facebook.com/groups/953541868438931/>
- Farnley & Wortley - <https://facebook.com/groups/197222391700687/>
- Pudsey - <https://facebook.com/groups/144186830248272/>

Contact Details:

The Outer West Community Committee Facebook page, along with the three wards based Coronavirus Help pages for the area, continue to be maintained by the Localities Officer and Engagement Officer for Outer West. The Outer West Community Committee wants to work with organisations and individuals in the area to promote local initiatives, advice, and good news stories that can benefit the local community.

If you wish to get in touch, please contact:

Mike Stevenson - Michael.stevenson@leeds.gov.uk
Localities Officer – Outer West Community Committee