



## Inner South Community Committee Facebook Page and COVID-19 Groups

Appendix 1

### Highlights

13th September 2021-10th October 2021

### Inner South Community Committee Facebook Page

Since 13th September 2021 the Inner South Community Committee Facebook page has gained: **8 new page 'likes'** (and currently has) **1,241 likes** (as of 10th October 2021). It has gained **7 new followers** since the last update, making a total of **1,512 followers** in total.

This means that this is the **second** 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.

However, all posts can be read without any further interaction.

The **most popular post** since the 13th September 2021 was the posting regarding *Monthly Craft and Homemade Food Market* This has:

- been shared 14 times
- reached a total of 1,969 people

The following (below) are screenshots of the three most popular posts since the 13th September 2021. Alongside it is the figures for how many people were 'reached' and how many people 'engaged' with the post.

## 1st Place – Monthly Craft and Homemade Food Market

1,969 people had this post delivered to them and it had 41 post clicks, with 49 reactions, comments and shares.



**MONTHLY CRAFT & HOMEMADE FOOD MARKET**

SUPPORTING LOCAL PEOPLE TO SHOW & SHARE THEIR SKILLS WITH HANDMADE/HOMEMADE PRODUCTS

BRIDGE CAFÉ, WATSONIA BUILDING,  
CROSS FLATTS PARK  
BEESTON LS11 0AB  
ON SATURDAY 25TH SEPTEMBER 2021  
9.30AM TO 12.30PM

TO BOOK A STALL OR FOR FURTHER DETAILS CONTACT:  
SID: 07944461545  
LYNN: 07515851631  
OR GAYLE: 07999080375  
Email: baffgayle@hotmail.com



**Top Post!!**

## 2nd Place – The BIG Leeds Health & Social Care Jobs Fair

419 people had this post delivered, with 2 post clicks with 13 likes, comments and shares.

**The Big Leeds**  
**HEALTH & SOCIAL CARE**  
**Jobs Fair**

*Interested in working or volunteering in Health and Social Care? Come along to find out more.*  
Tuesday 19th October 2021, 10:00-15:00  
The Event Space, Leeds Kirkgate Market, LS2 7JL

**BOOK A TIMESLOT:**  
**BIGLEEDSJBSFAIR.EVENTBRITE.CO.UK**  
**OR JUST TURN UP ON THE DAY!**

Leeds City Council | We Leeds Academy | Leeds Health and Care Academy | NHS



**3<sup>rd</sup> Place** – Important information regarding 2021 Leeds City Council public bonfires

**151** people had this post delivered to them. There were **23** post clicks and **1** reactions, comments and shares



**3<sup>rd</sup> most popular post**

NEWS.LEEDS.GOV.UK

**Important information regarding 2021 Leeds City Council public bonfires**

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## COVID-19 Ward Based 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.

To date, **Beeston, Holbeck & Cottingley Hall** has **424** members, **Belle Isle and Middleton** has **91** members and **Hunslet & Riverside** has **116** members

### **Belle Isle and Middleton Coronavirus Help Group**

**FACEBOOK** highlights

**13th September 2021-10th October 2021**

Since 13th September 2021 the Belle Isle and Middleton Coronavirus help group has gained: **2 new page 'members'** (and currently has) **91 page members**.

The following below is a screenshot of the top post since the 13th September 2021. Alongside it is the figures for how many people have 'seen' and how many people 'engaged' with the post.

#### **Top post – Leeds Mobile Testing Unit Deployments**

**13** people have seen this post.

Leeds Mobile Testing Unit deployments from Monday, 13th through to Sunday, 19th September inclusive. Opening times for all sites will be 09:00 – 15:00:

Monday 13th September

- Cinder Moor, Woodhouse, Leeds
- Burley Road Pay & Display car park, Leeds
- Pudsey Civic Hall, Pudsey, Leeds/Bradford
- Rowland Road WMC, Leeds

Tuesday 14th September





## Hunslet & Riverside Coronavirus Help Group

FACEBOOK highlights

13th September 2021-10th October 2021

Since 13th September 2021 the Hunslet & Riverside Coronavirus help group has gained: **0 new page 'member'** (and currently has) **116 page members**.

The following below, is a screenshot of the top post since the 13th September 2021. Alongside it is the figures for how many people have 'seen' and how many people 'engaged' with the post.

### Top post – Leeds Mobile Testing Unit Deployments

12 people have seen this post and it had 1 like.

Leeds Mobile Testing Unit deployments from Monday, 13th through to Sunday, 19th September inclusive. Opening times for all sites will be 09:00 – 15:00:

Monday 13th September

- Cinder Moor, Woodhouse, Leeds
- Burley Road Pay & Display car park, Leeds
- Pudsey Civic Hall, Pudsey, Leeds/Bradford
- Rowland Road WMC, Leeds

Tuesday 14th September



## Beeston, Holbeck & Cottingley Hall Coronavirus Help Group

FACEBOOK highlights

13th September 2021-10th October 2021

Since 13th September 2021 the Beeston, Holbeck & Cottingley Hall Coronavirus help group has gained: **2 new page 'members'** (and currently has) **424 page members**.

The following below, is a screenshot of the top post since the 13th September 2021. Alongside it is the figures for how many people have 'seen' and how many people 'engaged' with the post.

**Top post – To help protect the most vulnerable, stay at home if you are feeling unwell.**

**56** people have seen this post.

