



**Outer South Community Committee & COVID-19  
Groups**

**FACEBOOK** highlights

**8<sup>th</sup> September 2021 – 11<sup>th</sup> November 2021**

**Outer South Community Committee**

Since 8<sup>th</sup> September 2021 the Outer South Community Committee Facebook page has gained: **13 new page 'likes'** (and currently has) **1,135 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 **8<sup>th</sup> September 2021** the posting regarding: **Outer South Community Committee Meeting**

- has been shared **4 times**
- has reached a total of **8,421 people**


The following below are screenshots of the most popular three posts since the **8<sup>th</sup> September 2021**. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

## 1st Place – Morley Town Deal Recruitment

8,421 people had this post delivered to them and it had 674 post clicks, with 65 Reactions, comments and shares.

**Leeds City Council Outer South Community Committee** 2d · 🌐

Building on the success to date, the Morley Town Deal Board is keen to welcome new members. If you are interested, or know of someone who would be interested in supporting this major regeneration opportunity for the town please email: [MorleyTownDeal@leeds.gov.uk](mailto:MorleyTownDeal@leeds.gov.uk). They will email an application form to return by 30th November 2021. All application forms will be assessed and a panel will select new members. ... See more



**Could you help transform Morley?**

**New members are sought for Morley Town Deal Board**

This panel of passionate, knowledgeable people are a driving force behind plans to transform Morley.

Board members advise Leeds City Council, generate investment ideas, engage with the local community and provide expert insight, the board are keen to welcome new board members who:

- Have clear links to Morley and a desire to support its continued growth
- Are informed and able to contribute insight in relation to the town's needs, challenges, and opportunities
- Have a strong understanding of the strategic context for growth at a local, regional and national level

We're seeking members with wide-ranging and diverse perspectives and experiences including representatives from the following groups:

- Local businesses and investors (of all sizes)
- Local retailers and the town centre economy
- Educational organisations and other anchor institutions
- Cultural and creative institutions
- Faith groups and local community or residents' groups

Please email [morleytowndeal@leeds.gov.uk](mailto:morleytowndeal@leeds.gov.uk) by 30 November 2021 to express your interest in joining the board. An appointment process will be followed to select members.

Morley Town Deal is a £24.3 million investment programme. Learn more online at [bit.ly/bettermorley](http://bit.ly/bettermorley)

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

8,421 People reached      739 Engagements      [Boost post](#)

### Performance for your post

**8,421** People Reached

**65** Reactions, comments & shares

11 Like	1 On post	10 On shares
8 Haha	0 On post	8 On shares
1 Angry	0 On post	1 On shares
41 Comments	2 On Post	39 On Shares
4 Shares	4 On Post	0 On Shares

**674** Post Clicks

29 Photo views	6 Link clicks	639 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

## 2<sup>nd</sup> Place – Recruitment Opportunities

744 people had this post delivered, with 16 post clicks with 4 likes, comments & shares.

Post Details

Leeds City Council Outer South Community Committee  
23 September

There are lots of exciting new job opportunities available at the new Leeds Skelton Lake service station. They are recruiting for various roles at some of the best known brands in the UK such as Tortilla, Leon, Upper Crust and Burger King.  
Please come along to our recruitment event to find out more!  
To book a place on one of the sessions, please use the link or QR code on the poster attached... See more

**Performance for your post**

744 People Reached

4 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

16 Post Clicks

0 Photo views	0 Link clicks	16 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



## 3<sup>rd</sup> Place – Morley Arts Festival

338 people had this post delivered, with 1 post clicks with 1 Share.

Post Details

Leeds City Council Outer South Community Committee  
9 September

Morley Arts Festival Weekender  
Now in our 16th year, Morley Arts Festival is excited to be back hosting public events across 3 days - all outdoor across Morley Town Centre and FREE to all!  
Join us this September for a weekend full of live street theatre, pop up dance performances, public art workshops, art installations & family activities... See more

**Performance for your post**

338 People Reached

1 Likes, Comments & Shares

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

1 Post Clicks

0 Photo views	1 Link clicks	0 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



## **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, **Ardley & Robin Hood** has **169** members, **Morley North** has **213** members, **Morley South** has **65** members and **Rothwell** has members **79**.

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.

- **Ardley & 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/>