Appendix 1



## Outer East Community Committee & COVID-19 Groups

**FACEBOOK** highlights

02 September 2021 - 16 November 2021

## **Outer East Community Committee**

Since 2<sup>nd</sup> September 2021 the Outer East Community Committee Facebook page has gained: **26 new page 'likes'** (and currently has) **3,016 followers.** 

This means that this is the **first** 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 02 September 2021 is the LCC Outer East Community Committee post regarding the weekend road closures on ELOR.

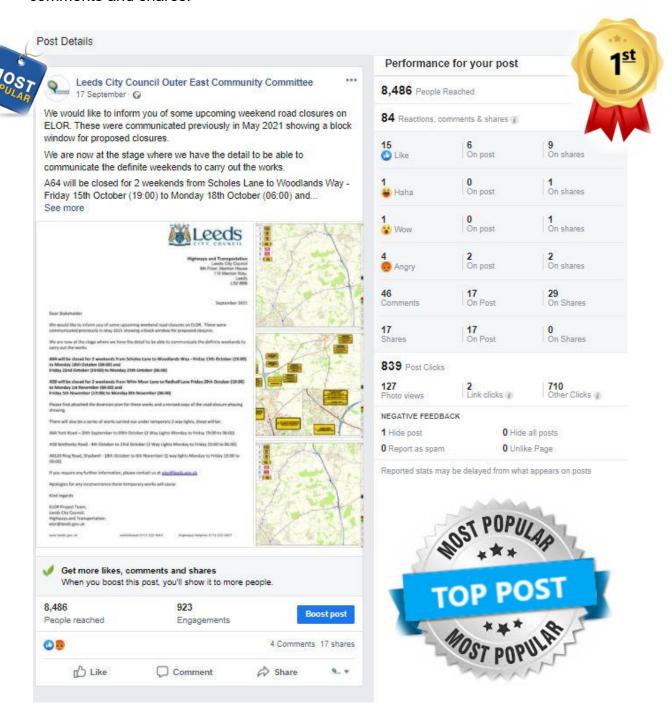
- has been shared 17 times
- has reached a total of 8,486 people

The following below are screenshots of the most popular three posts since the 02 September 2021.

Alongside are the figures for how many people were 'reached' and how many people 'engaged' with the post.

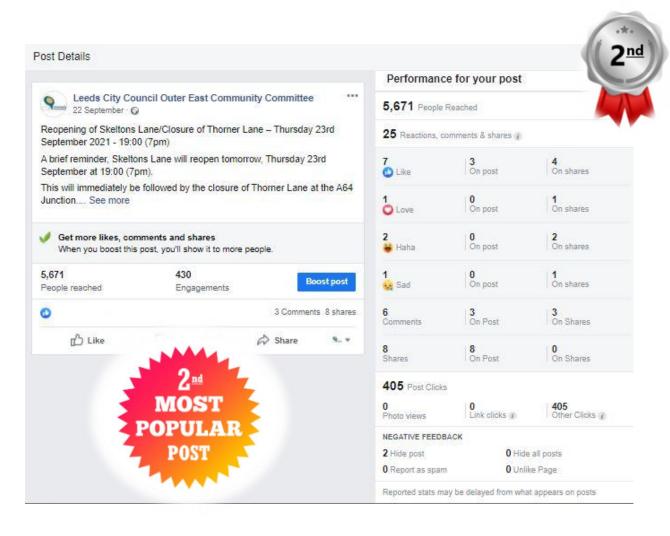
**1st Place – LCC Outer East Community Committee Post:** Weekend road closures on ELOR on 17<sup>th</sup> September 2021.

8,486 people had this post delivered to them and it had 839 post clicks, with 84 likes, comments and shares.



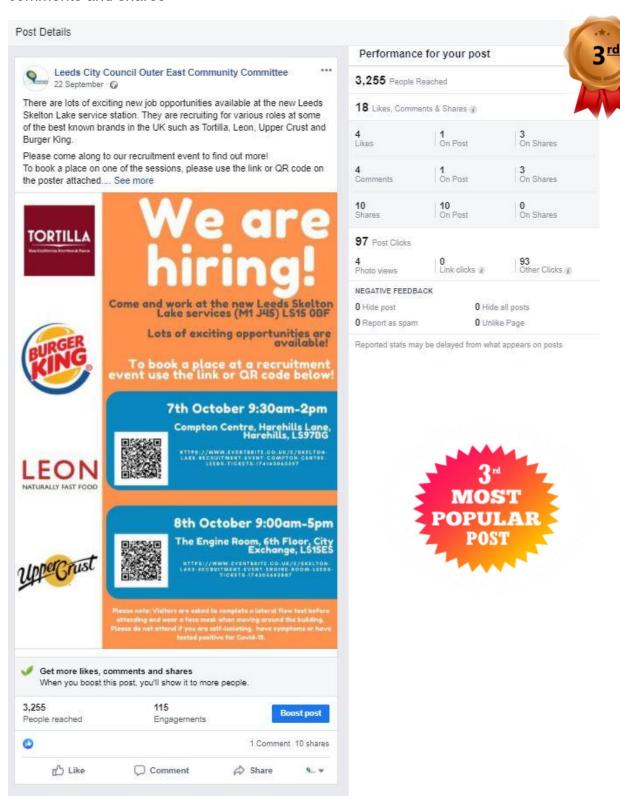
**2<sup>nd</sup> Place – LCC Outer East Community Committee Post:** Reopening of Skeltons Lane/Closure of Thorner Lane - 22 September 2021

5,671 people had this post delivered, with 405 post clicks with 25 reactions, comments & shares.



**3<sup>rd</sup> Place – LCC Outer East Community Committee Post:** New job opportunities at the New Leeds Skelton Lane service station.

3,255 people had this post delivered to them. There were 97 post clicks and 18 likes, comments and 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, Cross Gates & Whinmoor has **270** members, Garforth & Swillington has **156** members, Kippax & Methley has **234** members and Temple Newsam has **114** 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.

- Cross Gates & Whinmoor: https://www.facebook.com/groups/160876171685804/
- Garforth & Swillington: https://www.facebook.com/groups/2825870440832422/
- Kippax & Methley: https://www.facebook.com/groups/2537537846488224/
- Temple Newsam: https://www.facebook.com/groups/231347554658819/

For the latest Coronavirus (COVID-19)
information visit
www.leeds.gov.uk/coronavirus





