Appendix 2



Outer East Community Committee & COVID-19 Groups

FACEBOOK highlights

3rd December 2021- 16th February 2022

Outer East Community Committee

Since 3rd December 2021 the Outer East Community Committee Facebook page has gained: **12 new page 'likes'** (and currently has) **3,028 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 3rd December 2021 is the LCC Outer East Community Committee post regarding the Manned Temporary Traffic Lights on Leeds Road.

- has been shared 4 times
- has reached a total of 1517 people

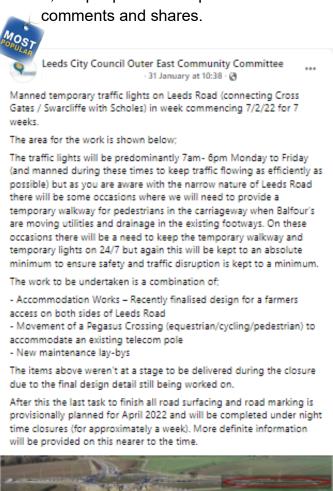
The following below are screenshots of the most popular three posts since the 3rd December 2021.

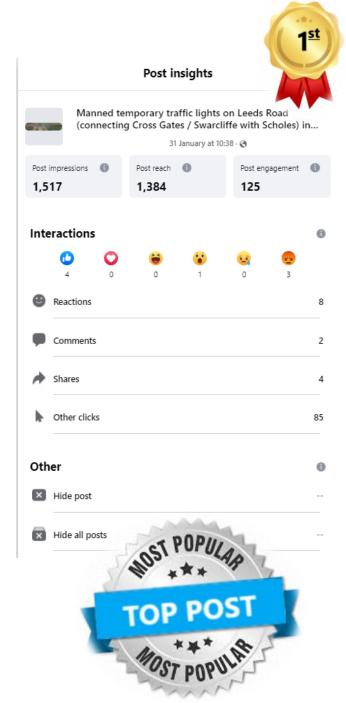
Alongside are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – LCC Outer East Community Committee Post:

Manned Temporary Traffic Lights on Leeds Road

1,517 people had this post delivered to them and it had 85 post clicks, with 125 likes,

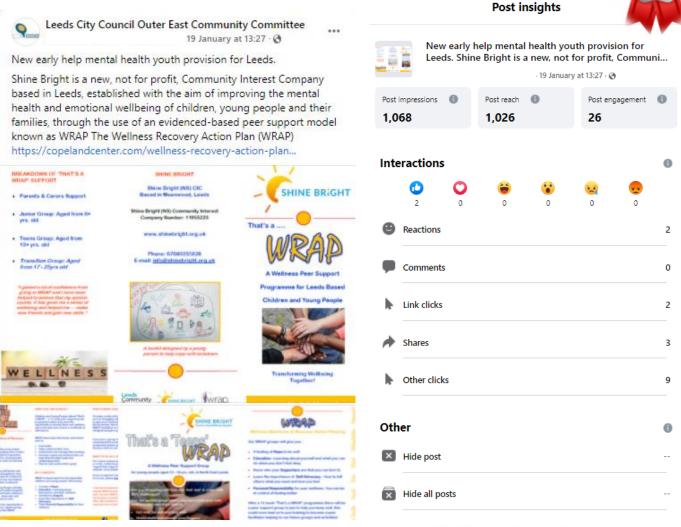




2nd Place – LCC Outer East Community Committee Post:

New Early Help – Mental Health Youth Provision

1068 people had this post delivered, with 9 post clicks with 26 reactions, comments & shares.





3rd Place – LCC Outer East Community Committee Post:

Hospitality Industry Job Advert

783 people had this post delivered to them. There were 14 post clicks and 30 likes,

comments, and shares



Leeds City Council Outer East Community Committee 10 February at 10:28 - ⊘

Are you interested in working in the hospitality industry? This 5 day course will give you the skills you need to succeed and help you gain employment in our local hospitality sector!

Next month, in partnership with Leeds City College, The Engine Room @ Leeds Bid and the Leeds Hotels and Venues Association, we will be delivering the Restaurant Ready programme. The course is free and is available for individuals who are 19+.

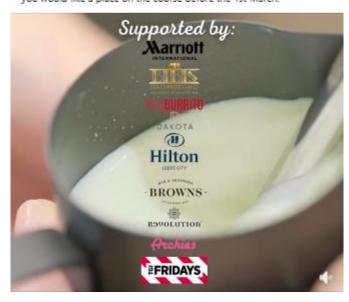
Attendees will receive the following qualifications as part of the programme:

- Level 2 Barista Skills 📆
- Level 2 Food Safety 👩
- Level 1 Customer Service 💟

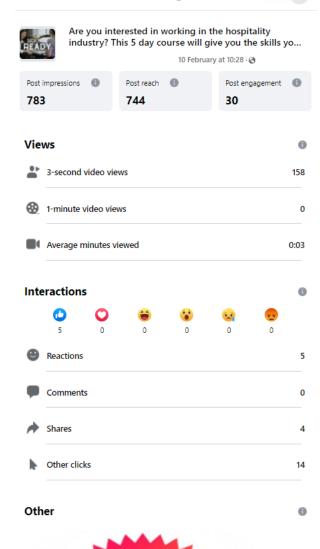
All candidates who complete this exciting programme will benefit from a guaranteed interview with a local employer: Employers include:

- Marriott Hotels
- Bibis
- Bar Burrito
- Dakota
- Hilton
- Browns
- Revolution
- Archies
- TGI Fridays

You must be available 14-18 March, from 9:15am-4:30pm each day. If you would like to book a place on the course, please email esemployers@leeds.gov.uk with your name, contact number and why you would like a place on the course before the 1st March.



Post insights



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 **154** members, Kippax & Methley has **232** 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





