



Inner West Community Committee & COVID-19 Groups

FACEBOOK highlights

02 December 2021 – 02 March 2022

Appendix 1

Inner West Community Committee

Since 02 December 2021 the Inner West Community Committee Facebook page has gained: **47 new page 'likes'** (and currently has) **1,632 likes and 1,470 followers**.

This means that this is the **2nd** 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 December 2021 is the LCC Inner West Community Committee post regarding the Youth Activity Fund

- has been shared **12** times
- has reached a total of **2164** people

The following below are screenshots of the most popular three posts since the 2nd December 2021. Alongside this are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – LCC Inner West Community Committee Post:

Youth Activity Funds

2164 people had this post delivered to them and it had 19 post clicks, with 22 likes, comments, and shares.



Leeds City Council Inner West Community Committee

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Please use this link to complete the survey to have your say on how the Inner West Youth Activity Fund should be spent by the Inner West Community Committee.

<https://surveys.leeds.gov.uk/s/OSCECI/>

If this link doesn't work, please copy and paste in to a new tab 📄

Post insights



Please use this link to complete the survey to have your say on how the Inner West Youth Activity Fund...

Post impressions	Post reach	Post engagement
2,468	2,164	46

Distribution

+25.7x more impressions than your other posts within 21+ days of publishing. [Learn more](#)

Interactions

Like	Love	Haha	Wow	Careless	Angry
8	0	0	0	0	0

Reactions	8
Comments	1
Link clicks	12
Shares	12
Other clicks	7

Other

Hide post	1
Hide all posts	--

[See profile insights](#)

[Boost post](#)



Young People of Inner West Leeds, your Community Committee needs your help!

Do you live in Armley, Bramley & Stanningley, or Kirkstall? ✓

Are you aged between 8 and 17? ✓

Do you want a say on what youth activities your local Community Committee supports this coming year? ✓

If so, use the link below, and fill in a 5 minute survey to let us know your thoughts!

<https://surveys.leeds.gov.uk/s/OSCECI/>



2nd Place – LCC Inner West Community Committee Post:

Healthy Families Course

357 people had this post delivered, with 1 post clicks with 4 likes, comments, and shares.

Leeds City Council Inner West Community Committee

Healthy Families course starting at Castleton Primary School today for 8 weeks, parents can still join so please get in touch:
HENRY5-12@leeds.gov.uk or the details on the poster below.



Healthy Families: Growing Up

Join our parent group

Healthy, thriving children and families



HENRY's free **Healthy Families: Growing Up** programme is for parents and carers of primary-school age children – it will help you develop a healthier, happier lifestyle that the whole family can enjoy.

The programme covers these 5 themes across 8 sessions and provides everything you need to help your children flourish:

- Feeling more confident as a parent
- Physical activity for the whole family
- What children and the whole family eats
- Family lifestyle habits
- Enjoying life as a family

Get in touch to sign up now!

"This was the best thing I could possibly have done to help me be a better mum"



Programme details

Where: Castleton Primary School
When: Monday 10th January, every Monday 13:00-15:00pm for 8 weeks (missing half term)
Each session will be followed by a fun activity session for parents and pupils until 16:10pm!

Contact Us

To book a place please call the school office on 0113 2637756 or email: elizabeth.cotter@leeds.gov.uk
Join us at a coffee morning on 15th December 8:30-9:00am to find out more!

Post insights



Healthy Families course starting at Castleton Primary School today for 8 weeks, parents can still join

Post impressions	Post reach	Post engagement
376	357	4

Distribution

+3.9x more impressions than your other posts within 21+ days of publishing. [Learn more](#)

Interactions



Reactions	2
Comments	0
Shares	1
Other clicks	1

Other

Hide post	--
Hide all posts	--



3rd Place – LCC Inner West Community Committee Post:

Invitation for Cervical Screening

327 people had this post delivered to them. There were 1 post clicks and 3 likes, comments, and shares



Post insights

Leeds City Council Inner West Community Committee

Aged between 25 and 64 and received an invite for cervical screening? Don't avoid booking your appointment.

Attending screenings can help prevent cancer.

Don't delay, book your appointment today.

If you have any questions, speak to your local GP practice. For more information about cervical screening, see: Cervical screening - NHS (<https://orlo.uk/G9h3i>)



Aged between 25 and 64 and received an invite for cervical screening? Don't avoid booking your...

Post impressions

389

Post reach

327

Post engagement

4

Distribution

+4.0x more impressions than your other posts within 21+ days of publishing. [Learn more](#)

Interactions



2



0



0



0



0



0



Reactions

2



Comments

0



Shares

1



Other clicks

1

Other



Hide post

1



Hide all posts

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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, **Armley** has **154** members, **Bramley and Stanningley** has **74** members, and **Kirkstall** has **252** 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.

- **Armley:** <https://www.facebook.com/groups/240058733840731/>
- **Bramley and Stanningley:** <https://www.facebook.com/groups/204369294167978/>
- **Kirkstall:** <https://www.facebook.com/groups/210253080212370/>

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

