



## Inner East Community Committee & COVID-19 Groups

FACEBOOK highlights

17<sup>th</sup> November 2021 – 21<sup>st</sup> February 2022

Appendix 2

Since 17<sup>th</sup> November the Inner East Community Committee Facebook page has gained **6 new page likes** putting the total 'likes' at 1,117 and currently has **1,445 followers** (an increase of 11 since the last committee meeting).

This means that this is the **3rd** most popular Community Committee page in the last 28 days.

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 17<sup>th</sup> November 2021 is the LCC Inner East Community Committee post regarding Vaccine Offer.

- has reached a total of 2,252 people
- has been shared 3 times

The following below are screenshots of the most popular three posts since the 17<sup>th</sup> November 2021.

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

# 1st Place – Vaccine Offer Gipton and Harehills

2,267 people had this post delivered to them, with 2 reactions, 0 comments and 3 shares.

Leeds City Council Inner East Community Committee

Did you know that you now have a new vaccine offer in the Gipton and Harehills Ward, see information below



## Post insights

Did you know that you now have a new vaccine offer in the Gipton and Harehills Ward, see information...

Post impressions	2,312
Post reach	2,267
Post engagement	12

### Interactions

Like	1
Love	1
Wow	0
Sad	0
Angry	0
Dislike	0

Reactions 2

Comments 0

Shares 3

Other clicks 2

### Other

- Hide post --
- Hide all posts --

## 2<sup>nd</sup> Place – Winter Wellbeing

2115 people had this post delivered, with 39 reactions, 8 comments & 5 shares.



Leeds City Council Inner East Community Committee



Harehills Winter Welcome is happening on 3rd December! It's free to attend and you can join in enjoying the singing, music, free soup and so much more! 🍲



### Post insights



Harehills Winter Welcome is happening on 3rd December! It's free to attend and you can join in...

Post impressions ⓘ

2,190

Post reach ⓘ

2,115

Post engagement ⓘ

153

### Interactions ⓘ



30



9



0



0



0



0



Reactions

39



Comments

8



Shares

5



Other clicks

91

### Other ⓘ



Hide post

--



Hide all posts

--

Event sponsored by Gipton and Harehills Councillors with food generously provided by Food Cycle

### 3<sup>rd</sup> Place – Hugo Bus

168 people had this post delivered to them. There 5 reactions, 0 comments and 1 share.

Leeds City Council Inner East Community Committee

The Hugo Bus is coming to Leeds!



## There's a career for you in Health and Care



**Come and see us on the 'Hugo Bus'**  
to find out what exciting opportunities and support are available for employment, training, education, volunteering and work experience across health and care and third sector organisations in Leeds.



**Where you can meet us**

- Mon 7th Feb: St Peters School @ The Bridge Church car park, LS9 7BQ
- Tue 8th Feb: Shakespeare Primary School, LS9 7NP
- Wed 9th Feb: Brownhill Primary School, LS9 7DH
- Thur 10th Feb: Boggart Hill Drive Shops, LS14 1LE (close to Grange Farm Primary School, Seacroft)
- Fri 11th Feb: The Community Hub, Seacroft, LS14 6NX

All events run from 09:00 - 12:00



#### Post insights



The Hugo Bus is coming to Leeds!

Post impressions

171

Post reach

168

Post engagement

8

#### Interactions



4



1



0



0



0



0

Reactions

5

Comments

0

Shares

1

Other clicks

--

#### Other

Hide post

--

Hide all 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, **Burmantofts & Richmond Hill** has **87** members, **Gipton & Harehills** has **142** members and **Killingbeck & Seacroft** has **145** 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.

### **Burmantofts & Richmond Hill:**

<https://www.facebook.com/groups/207593427013706>

**Gipton & Harehills:** <https://www.facebook.com/groups/684218675719062>

**Killingbeck & Seacroft:** <https://www.facebook.com/groups/206345057352165>