



## Inner West Community Committee & COVID-19 Groups

FACEBOOK highlights

16 March 2022 – 23 June 2022

Appendix 1

### Inner West Community Committee

Since 16 March 2022 the Inner West Community Committee Facebook page has gained: **41 new page 'likes'** (and currently has) **1,632 likes and 1,673 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 16 March 2022 is the LCC Inner West Community Committee post regarding the Bramley Forum

- has been shared **7** times
- has reached a total of **809** people

The following below are screenshots of the most popular three posts since the 16 March 2022 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:

Bramley Forum

809 people had this post delivered to them and it had 11 post clicks, with 11 likes, comments, and shares.



**Leeds City Council Inner West Community Committee**  
Published by Karen McManus Lcc · 23 March ·  
Pop along to the next Bramley Forum to speak to your local Councillors, along with the Neighbourhood Policing Team and LCC Officers from Housing & City Development.  
Thursday 31st March @ 7pm @ The Eric Atkinson Centre, Wellington Gardens, LS13 2JA.

**Do you work or live in the Bramley ward?  
Want to meet your ward Councillors and  
Leeds City Council Officers and have your  
say on local issues?**



Pop along to the next Bramley Forum meeting, where your local Councillors, Cllr Caroline Gruen, Cllr Jools Heselwood & Cllr Kevin Ritchie will be in attendance, along with the Inner West Neighbourhood Policing Team and LCC Officers from Housing & City Development, to listen to what you have to say.



Next meeting will be

**Thursday 31st March @ 7pm @ The Eric Atkinson Centre,  
Wellington Gardens, LS13 2JA**



[www.facebook.com/LccInnerWest](http://www.facebook.com/LccInnerWest)

## Post insights



Pop along to the next Bramley Forum to speak to your local Councillors, along with the Neighbourhood Policing Team and LCC Officers from Housing & City Development.

Published by Karen McManus Lcc · 23 March ·

Post impressions	Post reach	Post engagement
909	809	22

### Distribution

+5.4x more impressions than your other posts within 21+ days of publishing. [Learn more](#)

### Interactions

Like	Love	Haha	Wow	Care	Angry
2	0	0	0	0	0

Reactions	2
Comments	2
Shares	7
Other clicks	11

### Other

Hide post	--
Hide all posts	--

[See Page insights](#)

[Boost post](#)

## 2<sup>nd</sup> Place – LCC Inner West Community Committee Post:

The Bike Library is Back

443 people had this post delivered, with 4 post clicks with 7 likes, comments, and shares.

Leeds City Council Inner West Community Committee  
Published by Kenzie Thornton · 6 June at 17:26 · 🌐

The Bike Library is back !!  
Please see details below on where and what you can loan from the Bike Library.



See insights [Boost post](#)

👍 1

🔗 3 shares



### Post insights



The Bike Library is back !! Please see details below on where and what you can loan from the Bike Library.

Published by Kenzie Thornton · 6 June at 17:26 · 🌐

Post impressions ⓘ

457

Post reach ⓘ

443

Post engagement ⓘ

19

### Distribution ⓘ

📈 +2.8x more impressions than your other posts within 17 days of publishing. [Learn more](#)

### Interactions ⓘ



👤 Reactions 3

💬 Comments 1

➦ Shares 3

👉 Other clicks 4

### Other ⓘ

🗑️ Hide post --

🗑️ Hide all posts --

### 3<sup>rd</sup> Place – LCC Inner West Community Committee Post:

Leeds12 Community Festival

380 people had this post delivered to them. There were 0 post clicks and 3 likes, comments, and shares



#### Post insights

Leeds12 Community Festival, Saturday 25th June 2022 12-3pm West Leeds RUFC, 158 Blue Hill Lane, Leeds, ...  
Published by Kenzie Thornton · 8 June at 16:33 ·

Post impressions	Post reach	Post engagement
398	380	21

#### Distribution

+2.4x more impressions than your other posts within 15 days of publishing. [Learn more](#)

#### Interactions

Like	Love	Wow	Careless	Dislike	Angry
2	0	0	0	0	0

Reactions 2

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, **Armley** has **153** members, **Bramley and Stanningley** has **72** members, and **Kirkstall** has **250** 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](http://www.leeds.gov.uk/coronavirus)**

