



Outer North East Community Committee & COVID-19 Groups

Appendix 1

FACEBOOK highlights

15th September 2020 – 16th November 2019

Outer North East Community Committee

Since 15th September 2020 the Outer North East Community Committee Facebook page has gained: **5 new page 'likes'** (and currently has) **429 followers**.

This means that this is the **tenth** 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 15th September 2020 the posting regarding Near Neighbours Programme Funding:

- has been shared, commented on or liked 21 times
- has reached a total of 3,783 people

The following below are screenshots of the most popular three posts since the 15th September 2020. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Near Neighbours Programme Funding

3,783 people had this post delivered to them and it had 67 post clicks, with 21 likes, comments and shares.



Leeds City Council Outer North East Community Committee ***
Published by Preet Matharu [?] · 2 October · 🌐

⚠️ FUNDING ⚠️

The Near Neighbours programme offers small grants between £250 and £3,000, as seed funding for local groups and organisations who are working to bring together neighbours.

Grants have offered funding to a broad range of work; environmental, social, cultural, artistic, and sporting, that furthers the programme's aims of encouraging social interaction and social action.... [See more](#)

🟢 **Get more likes, comments and shares**
When you boost this post, you'll show it to more people.

3,783 People reached 88 Engagements [Boost post](#)

16 shares

👍 Like 💬 Comment ➦ Share ⚙️

Performance for your post

3,783 People Reached

21 Likes, Comments & Shares ⓘ

3 Likes	0 On Post	3 On Shares
2 Comments	0 On Post	2 On Shares
16 Shares	16 On Post	0 On Shares

67 Post Clicks

0 Photo views	18 Link clicks ⓘ	49 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page




2nd Place – #BuyLeeds

2,573 people had this post delivered, with 26 post clicks with 22 reactions, comments & shares.



Leeds City Council Outer North East Community Committee ***
Published by Preet Matharu [?] · 3d · 🌐

#BuyLeeds



WELCOME TO #BUYLEEDS

BUY LEEDS is a citizen led organic campaign to encourage people to shop locally where possible, especially during pandemic, in the run up to Christmas. In a bid to boost the city's economy after a difficult year. #BuyLeeds is an attempt to encourage people to support jobs and businesses in their own city. All in a way that supports the city being as sustainable as possible.

Buy Leeds is a simple campaign intended to cross sectors, allowing businesses via a social media hashtag campaign to amplify each other, and signpost retail, hospitality, arts and anything that may work to help make the independent businesses in our city stronger.

THE PLAN

To have an organic hashtag we can all use for our city, that patrons of our businesses, general public, and also external visitors to the city will adopt to supports organisations & experiences they enjoy and feel the value of.

Performance for your post

2,573 People Reached

22 Likes, Comments & Shares ⓘ

10 Likes	1 On Post	9 On Shares
1 Comments	0 On Post	1 On Shares
11 Shares	11 On Post	0 On Shares

26 Post Clicks

4 Photo views	0 Link clicks ⓘ	22 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what a



3rd Place – Coronavirus Tests

2,264 people had this post delivered to them. There were 39 post clicks and 23 reactions, comments and shares

Performance for your post		
2,264 People Reached		
23 Reactions, comments & shares		
11 Like	0 On post	11 On shares
1 Haha	0 On post	1 On shares
0 Comments	0 On Post	0 On Shares
11 Shares	11 On Post	0 On Shares
39 Post Clicks		
0 Photo views	0 Link clicks	39 Other Clicks

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, **Alwoodley** has 43 members, **Harewood** has 84 members and **Wetherby** has 44 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.

- Alwoodley: <https://www.facebook.com/groups/681365375954435>
- Harewood: <https://www.facebook.com/groups/216974936085436>
- Wetherby: <https://www.facebook.com/groups/234075651062598>