



Outer East Community Committee & COVID-19 Groups

FACEBOOK highlights

24 August 2020 – 15 November 2020

Appendix 1

Outer East Community Committee

Since 24th August 2020 the Outer East Community Committee Facebook page has gained: **55 new page 'likes'** (and currently has) **2,748 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 24th August 2020 is the LCC Outer East Community Committee post regarding the Mobile Testing Unit being set up at Kippax Leisure Centre, posed on the 29th October 2020.

- has been shared 98 times
- has reached a total of 13,680 people

The following below are screenshots of the most popular three posts since the 24th August 2020. Alongside it 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: Mobile Testing unit at Kippax Leisure Centre

13,680 people had this post delivered to them and it had 2,337 post clicks, with 223 likes, comments and shares.



Post Details

Leeds City Council Outer East Community Committee
Published by Bali Birdi · 29 October ·

If you have coronavirus symptoms a Mobile Testing Unit has been set up at Kippax Leisure Centre (Station Rd, Kippax, Leeds LS25 7LQ) from Friday 29th October through until Monday. (Mondays times are not available as yet).
If you require a test please book via calling 119 or the book online via the national portal.
The times available over the next three days are as below:
Friday, 30th Oct – 10.00 am – 4.00 pm
Saturday, 31st Oct – 10.30 am – 3.30 pm... [See more](#)

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

13,680 People reached	2,560 Engagements	Boost post
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4 Comments 98 shares

Like Comment Share

Performance for your post

13,680 People Reached

223 Reactions, comments & shares

81 Like	7 On post	74 On shares
2 Love	0 On post	2 On shares
1 Wow	0 On post	1 On shares
41 Comments	5 On Post	36 On Shares
98 Shares	98 On Post	0 On Shares

2,337 Post Clicks

0 Photo views	0 Link clicks	2,337 Other Clicks
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NEGATIVE FEEDBACK

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

Sorted stats may be delayed from what appears on posts



2nd Place – LCC Outer East Community Committee Post: Mobile Testing Unit locations in Leeds, posted on 25th September 2020

7,609 people had this post delivered, with 416 post clicks with 66 reactions, comments & shares.

Post Details

Leeds City Council Outer East Community Committee
Published by James Nundy · 25 September ·

Mobile Testing Unit locations in Leeds, Sat 26 Sept to Mon 28 Sept.
Tests are bookable via 119 or www.nhs.uk/coronavirus

- Saturday 26th September:
Scott Hall Leisure Centre, Leeds (opening times 10:00 – 16:00)...
[See more](#)

NHS.UK
Coronavirus (COVID-19)
NHS advice about coronavirus (COVID-19), including what the symptoms...

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

7,609 People reached 482 Engagements [Boost post](#)

3 Comments · 19 shares

Like Comment

Performance for your post

7,609 People Reached

66 Likes, Comments & Shares

30 Likes	4 On Post	26 On Shares
18 Comments	7 On Post	11 On Shares
18 Shares	18 On Post	0 On Shares

416 Post Clicks

0 Photo views	42 Link clicks	374 Other Clicks
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

2nd MOST POPULAR POST

3rd Place – Leeds Rhinos 4 Day Multi Sport Camp

1,185 people had this post delivered to them. There were 62 post clicks and 26 reactions, comments and shares



Post Details

Leeds City Council Outer East Community Committee

Published by Bali Birdi · 22 October ·

Our good friends at Leeds Rhinos Foundation are hosting a 4 day multi sports camp over the October half term right here at our Tigers HQ for local children aged between 7 - 14 years old. The foundation has joined forces with the Leeds City Council Outer East Community Committee so are able to offer the camp for £15 for all 4 days. This does mean that the camp is exclusively for those living in the Garforth and Swillington ward area. Tuesday 27th October – Friday 30th October... [See more](#)

AT THE HEART OF COMMUNITIES
RAISING ASPIRATIONS
INSPIRING POSITIVE AND LASTING CHANGE

4 Day Leeds Rhinos Multi Sport Camp
Just £15 for 4 days!

Leeds Rhinos Foundation has joined forces with the Outer East Community Committee to deliver multi-sport camps over the October holiday:

- Tuesday 27th October – Friday 30th October
- 9:30-12pm – 7- 10 Year olds
- 1-3:30pm – 11-14 Year olds
- Glebelands Playing Fields, Winkeldale Ln., Garforth, LS25 3NT

The camp is exclusively for those living in the Garforth and Swillington area.

The camp, available to 7-14-year olds is headed by highly qualified coaches, who carry a Level 2 National Governing Body coaching qualifications and hold a valid DBS and safeguarding check, providing a safe, fun and engaging environment for children to succeed.

Our partnership allows us to offer this fantastic opportunity at a reduced cost to local school children and provide them with an experience over half term they will not forget, as well as the chance to get active and meet new people.

Children will need to bring suitable footwear and attire for the typical English weather as all activities will be outdoors !!

In response to the COVID 19 outbreak, the following measures have been implemented:

- Increased staffing levels to work with smaller groups, 1:15 ratio.
- Plan all sessions to be fun and engaging, with the 1-2m distance in place (All sports non-contact or in line with NGB)
- Extended registration and departure times to ensure queuing is minimised.
- Children remain with the same coach each day
- No sharing of water bottles
- Equipment sanitised before and at the end of each day

We are restricting number on camp to 50 places per age group and this will be on a first come, first served basis. Please be aware that demand will be high.

To book your child's place on the camp please visit - tickets.therhinos.co.uk Please note a £1.50 booking fee applies.

We look forward to seeing you!

Leeds Rhinos Foundation

Performance for your post

1,085 People Reached

26 Reactions, comments & shares

7 Like	2 On post	5 On shares
2 Love	1 On post	1 On shares
14 Comments	5 On Post	9 On Shares
3 Shares	3 On Post	0 On Shares

62 Post Clicks

14 Photo views	2 Link clicks	46 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 appears on posts

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

1,085
People reached

88
Engagements

[Boost post](#)

3 Comments 3 shares

Like
Comment
Share

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 **268** members, Garforth & Swillington has **136** members, Kippax & Methley has **216** members and Temple Newsam has **116** 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.

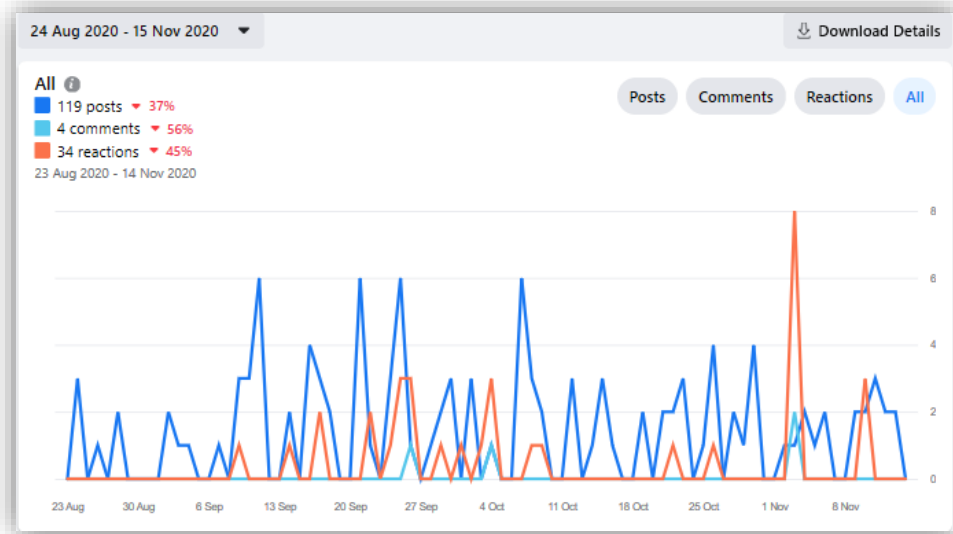
- **Cross Gates & Whinmoor:**
<https://www.facebook.com/groups/160876171685804/>
- **Garforth & Swillington:**
<https://www.facebook.com/groups/2825870440832422/>
- **Kippax & Methley:**
<https://www.facebook.com/groups/2537537846488224/>
- **Temple Newsam:**
<https://www.facebook.com/groups/231347554658819/>

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



1. Cross Gates & Whinmoor Coronavirus Group:

There have been **119** posts, **4** comments and **34** reactions, from 24th August to 15th November 2020 on the Cross Gates & Whinmoor Coronavirus Group page.



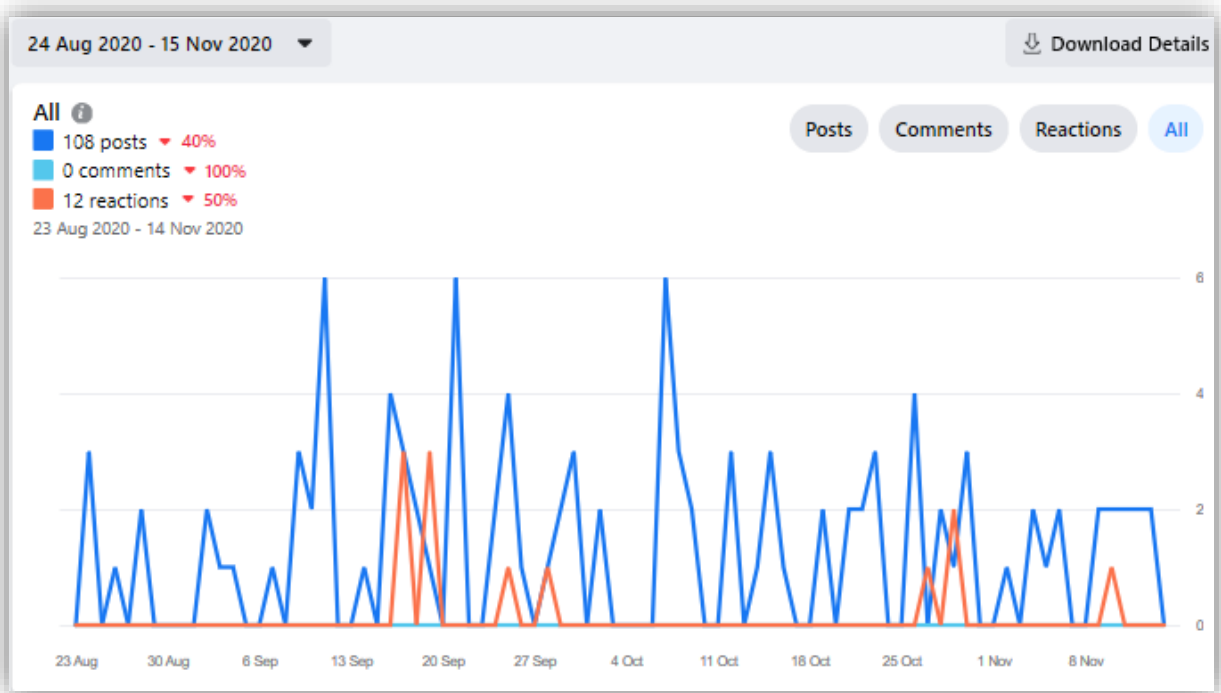
The most popular post in the last 28 days:

The screenshot shows a Facebook post from James Leedscc, shared on 3 November at 15:18. The post features a poster from 'The Tribe' with the following text: **STOP!! I don't want it!** The poster includes four key messages: **Protect Others: Wear a face covering** (with a globe wearing a mask), **Don't spread germs: Take used masks home and put in BLACK bin** (with a trash bin), **Protect Animals: Cut the straps off masks first** (with a pair of scissors), and **HANDS - FACE - SPACE** (with a hand being washed). A circular badge with a crown and the text 'MOST POPULAR' is overlaid on the top right of the poster. Below the poster, the post text reads: 'Leeds Recycles 3 November at 12:00 - Amazing poster made by The Tribe youth group in East Leeds They've developed this campaign to remind adults to put disposable masks in the bin and not litter them! Disposable masks should go in your black bin or a litter bin. This follows another campaign they ran about plastic straws. What an amazing group of young people!' The post has 5 likes, 2 comments, and 1 share, with a reach of 144.

The post was seen by **144** people and had **1 share & 5 likes**

2. Garforth & Swillington Coronavirus Group:

There have been **108 posts**, **0 comments** and **12 reactions** from 24th August to 15th November 2020 on the Garforth & Swillington Coronavirus Group page.



The most popular post in the last 28 days:

Bali Birdi
Admin · 29 October at 15:58 · 🌐

If you have coronavirus symptoms a Mobile Testing Unit has been set up at Kippax Leisure Centre (Station Rd, Kippax, Leeds LS25 7LQ) from Friday 29th October through until Monday. (Mondays times are not available as yet).
If you require a test please book via calling 119 or the book online via the national portal.
The times available over the next three days are as below:
Friday, 30th Oct – 10.00 am – 4.00 pm
Saturday, 31st Oct – 10.30 am – 3.30 pm
Sunday, 1st Nov – 10.30 am – 3.30 pm

👍 2 5 shares Seen by 67

👍 Like 💬 Comment ➦ Share

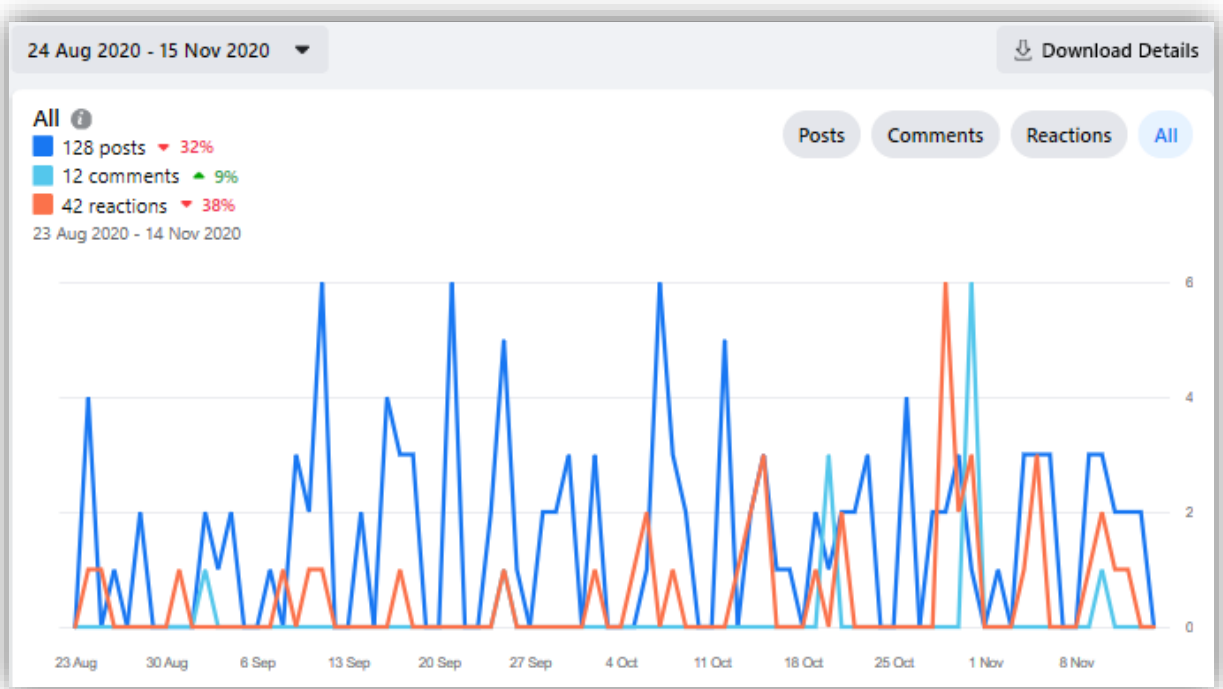
Write a comment...
Press Enter to post.

MOST POPULAR

The post was seen by **67** people and had **5 shares** and **2 likes**

3. Kippax & Methley Coronavirus Group:

There have been **128** posts, **12** comments and **42** reactions, from 24th August to 15 November 2020 on the Kippax & Methley Coronavirus Group page.



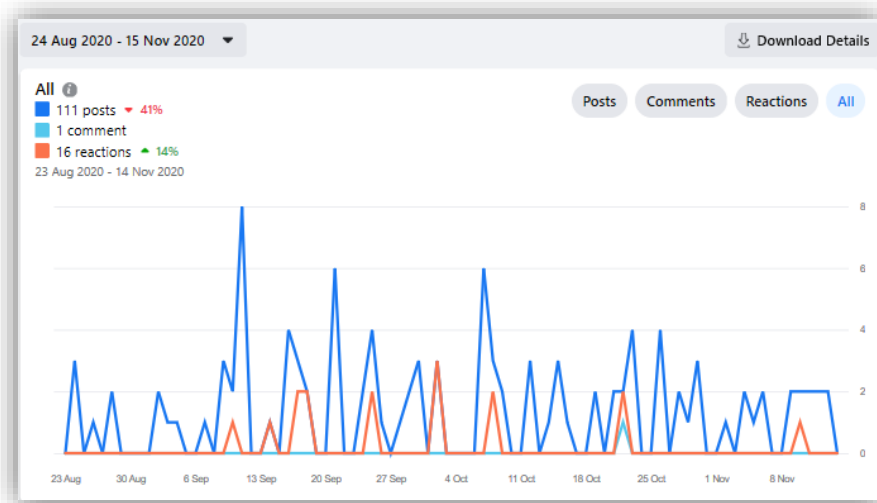
The most popular post in the last 28 days:



The post was seen by **148** people and had **1 share & 2 likes**

4. Temple Newsam Coronavirus Group:

There have been **303** posts and **56** reactions since 23rd March to 5th September 2020 on the Temple Newsam Coronavirus Group page.



The most popular post in the last 28 days:

James Leedscc shared a photo.

Admin - 10 November at 08:03

Active Leeds have just released their lockdown newsletter where you can find resources, support and ongoing programmes to help you keep moving in ways which suit you at home.

Do you have a long term health condition? If so, this newsletter may have some information, guidance or a programme that can support you during this difficult time.

Check the newsletter out by clicking the link 😊

HEALTH PROGRAMMES
Active Leeds
Lockdown Newsletter

Let's Get Active

6 November at 15:37

The Health Programmes Team at Active Leeds have just released their lockdown newsletter. In here you can find all of their resources, support and ongoing programmes to help you keep moving in ways which suit you at home.

Do you have a long term health condition? If so, this newsletter may have some information, guidance or a programme that can support you during this difficult time.

Check the newsletter out by clicking this link:
<https://ecs.page.link/oPrvA>

1 Like 1 share Seen by 38

MOST POPULAR

The post was seen by **38** people and had **1** Share and **1** like