



## Inner South Community Committee Facebook Page and COVID-19 Groups

Appendix 1

### Highlights

7<sup>th</sup> October 2020 – 3<sup>rd</sup> November 2020

### Inner South Community Committee Facebook Page

Since 7th October 2020 the Inner South Community Committee Facebook page has gained: **3 new page 'likes'** (and currently has) **1,181 page likes** (as of 3rd November 2020). It has gained **3 new followers** since the last update, making a total of **1,336 followers** in total.

This means that this is the **second** 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.

However, all posts can be read without any further interaction.

The **most popular post** since the 7th October 2020 was the posting regarding *pre-planning consultation for new council homes and extra care facility at Throstle Rec and Middleton Skills Centre Sites*. This has:

- been shared 4 times
- reached a total of 800 people

The following (below), are screenshots of the three most popular posts since the 7th October 2020.

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

# 1st Place – Pre-planning consultation for new council homes and extra care facility at Throstle Rec and Middleton Skills Centre Sites

800 people had this post delivered to them and it had 56 post clicks, with 7 likes, comments and shares.



**Leeds City Council Inner South Community Committee**

Published by Jess Dewhurst [?] · 12 October · 🌐

...

Have your say! Pre-planning Consultation for new council homes and extra care facility at Throstle Rec and Middleton Skills Centre Sites

Pressure on council housing is increasing, with an average of 170 people bidding for each home advertised. To meet demand the council is working to build 1,500 high quality homes over the next five years.

Throstle Rec and Middleton Skills were allocated as housing sites, with 2.27 hectares being kept as public green space on Throstle Rec...  
See more

**Have your say!**





**Pre-planning Consultation**  
for new council homes and an extra care facility  
on Throstle Rec and the Middleton Skills Centre




## Performance for your post

**800** People Reached

**7** Likes, Comments & Shares 📊

<b>3</b> Likes	<b>0</b> On Post	<b>3</b> On Shares
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<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
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<b>4</b> Shares	<b>4</b> On Post	<b>0</b> On Shares
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**56** Post Clicks

<b>25</b> Photo views	<b>0</b> Link clicks 📊	<b>31</b> Other Clicks 📊
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### NEGATIVE FEEDBACK

<b>0</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



**2<sup>nd</sup> Place – Virtual Holbeck Residents Meeting next week on the 28th October 6pm to 7.30pm.**

678 people had this post delivered, with 27 post clicks with 8 reactions, comments & shares.

**Leeds City Council Inner South Community Committee**  
 Published by Harpreet Singh [?] · 26 October · 🌐

Coming up this week...

You are invited to the first virtual Holbeck Residents Meeting next week on the 28th October 6pm to 7.30pm.

Why not join us to hear updates affecting your area and take the opportunity to ask questions of partner agencies.... See more

**VIRTUAL HOLBECK RESIDENTS MEETING**

What's happening in Holbeck?  
Join the conversation and have your say...

A community meeting for the residents of Holbeck, with service updates and information on projects happening in your area. Come along and join the discussion.

**When**  
**Wednesday 28th October**  
**6:00pm - 7:30pm**

**Where**  
**ONLINE VIA ZOOM**

**To join use the following link:**

<https://bit.ly/Holbeck28October>

Meeting ID: 64263051585      Passcode: 706242

**Leeds CITY COUNCIL**      [www.leeds.gov.uk/communitycommittee](http://www.leeds.gov.uk/communitycommittee)  
 Find us on:

For more information please email: [PriorityNeighbourhoods@leeds.gov.uk](mailto:PriorityNeighbourhoods@leeds.gov.uk)

**Performance for your post**

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**678** People Reached

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**8** Likes, Comments & Shares

<b>2</b> Likes	<b>0</b> On Post	<b>2</b> On Shares
<b>2</b> Comments	<b>2</b> On Post	<b>0</b> On Shares
<b>4</b> Shares	<b>4</b> On Post	<b>0</b> On Shares

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**27** Post Clicks

<b>8</b> Photo views	<b>0</b> Link clicks	<b>19</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>2</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



**3<sup>rd</sup> Place – Leeds is currently placed in the ‘high’ middle tier of the government’s new three-tiered system.**

**208** people had this post delivered to them. There were **24** post clicks and **4** reactions, comments and shares

The screenshot shows a Facebook post from the 'Leeds City Council Inner South Community Committee' published on 22 October. The post text discusses the government's new three-tiered system and lists three rules: having guests inside your home, going inside someone else's home, and meeting people in indoor venues like pubs. Below the text is the Leeds City Council logo. The right-hand side of the image shows performance analytics for the post.

Performance for your post		
<b>208</b> People Reached		
<b>4</b> Likes, Comments & Shares		
<b>0</b> Likes	<b>0</b> On Post	<b>0</b> On Shares
<b>2</b> Comments	<b>0</b> On Post	<b>2</b> On Shares
<b>2</b> Shares	<b>1</b> On Post	<b>1</b> On Shares
<b>24</b> Post Clicks		
<b>0</b> Photo views	<b>1</b> Link clicks	<b>23</b> Other Clicks
NEGATIVE FEEDBACK		
<b>1</b> Hide post	<b>0</b> Hide all posts	
<b>0</b> Report as spam	<b>0</b> Unlike Page	

Reported stats may be delayed from what appears on posts



## COVID-19 Ward Based 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.

To date, **Beeston, Holbeck & Cottingley Hall** has **409** members, **Belle Isle and Middleton** has **75** members and **Hunslet & Riverside** has **111** members

### Belle Isle and Middleton Coronavirus Help Group

FACEBOOK highlights

7<sup>th</sup> October 2020 – 3<sup>rd</sup> November 2020

Since 7th October 2020 the Belle Isle and Middleton Coronavirus help group has gained: **0 new page 'members'** (and currently has) **75 page members** (as of 3rd November 2020).

The following below, is a screenshot of the top post since the 7th October 2020. Alongside it are the figures for how many people have 'seen' and how many people 'engaged' with the post.

### Top post – Volunteer with IT Skills from Middleton Elderly Aid

22 people have seen this post and it had 1 comment and 1 like.



## Hunslet & Riverside Coronavirus Help Group

FACEBOOK highlights

Since 7th October 2020 the Hunslet & Riverside Coronavirus help group has gained: **1 new page 'member'** (and currently has) **111 page members** (3rd November 2020).

The following below, is a screenshot of the top post since the 7th October 2020. Alongside it are the figures for how many people have 'seen' and how many people 'engaged' with the post.

### **Top post – As of Wednesday, October 14, Leeds will be classed as having a “High Alert”:**

17 people have seen this post and it had 1 like and 1 comment.



LJ Bambury shared a link.

Admin · 13 October at 11:50 · 🌐



As of Wednesday, October 14, Leeds will be classed as having a “High Alert”, meaning that the restrictions will be:

- Households will not be able to mix indoors including in homes, leisure or hospitality venues.
- Households will be able to mix outside, including in parks, and now in private gardens provided they do not gather in groups of more than six and maintain social distancing.
- People can still come inside your home for specific purposes. These include where everyone in the gathering lives together or is in the same support bubble.
- Existing arrangements for access to, and contact between, parents and children where the children do not live in the same household as their parents, or one of their parents remain the same.
- Friends and family can also still provide informal childcare for children under 14.

To find out more on the restrictions specific to Leeds, please visit <http://orlo.uk/tsztR>

Please be aware that our website will be fully updated tomorrow to include the new tiered restrictions. Until then, our Press Release is the most up-to-date source of information for Leeds.



NEWS.LEEDS.GOV.UK

**New government restrictions on mixing indoors in Leeds as three-tier system unveiled**



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1 comment · Seen by 17

**Beeston, Holbeck & Cottingley Hall  
Coronavirus Help Group**

**FACEBOOK** highlights

**7<sup>th</sup> October 2020 – 3<sup>rd</sup> November 2020**

Since 7th October 2020 the Beeston, Holbeck & Cottingley Hall Coronavirus help group has gained: **12 new page ‘members’** (and currently has) **409 page members** (as of 3rd November 2020).

The following below, is a screenshot of the top post since the 7th October 2020. Alongside it are the figures for how many people have ‘seen’ and how many people ‘engaged’ with the post.

**Top post – MINT - Men In Need Together, WISH - Women In Silence Heard have teamed up with Ajay Singh over at Premier Morley and Joe Gledhill over at Trident Fitness Leeds to get food packages out to children from low income families over the school holidays**

**348** people have seen this post and it had **1** like, **6** shares and **1** comment.



**Joshuwa Sturgeon**

New member · 23 October at 14:01 · 🌐



Hey Everyone 🙌

So in light of the recent news regarding no school lunches during the holidays for low income families. **MINT - Men In Need Together, WISH - Women In Silence Heard** have team up with **Ajay Singh** over at **Premier Morley** and **Joe Gledhill** over at **Trident Fitness Leeds** to get food packages out to children from low income families over the school holidays.

I know a lot of people don't agree with providing school dinners during the holidays but in my opinion it isn't the children's fault and we'd like to do what we can ❤️

SO PLEASE PLEASE PLEASE SHARE WITH EVERYONE what we are doing! And if you're struggling (whether you receive benefits or not) and could do with one of our food packages please let me know. Don't be embarrassed or ashamed, times are hard and we can help ❤️ I've been in this position before as I know of others who have. Just don't let your pride get in the way ❤️

You can either message me or email 📧 [josh@mintproject.co.uk](mailto:josh@mintproject.co.uk)

#NoHungerHolidays #DontManUpSpeakUp

[View insights](#)

348 post reach >



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1 comment 6 shares