Appendix 1



Inner East Community Committee & COVID-19 Groups

FACEBOOK highlights

25th January 2021 – 26th February 2021

Since 25th January 2021 the Inner East Community Committee Facebook page has gained **7 new page likes** putting the total 'likes' at 1052 and currently has **1269 followers** (an increase of 54 since the last committee meeting).

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

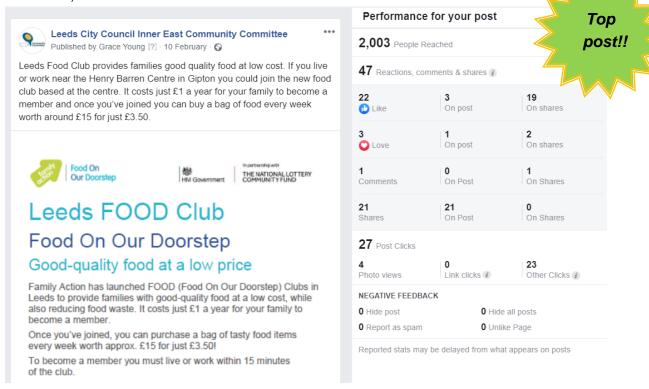
The most popular post since the 25th January 2021 the posting regarding The Leeds Food Club:

- has been liked, commented on or shared 47 times
- has reached a total of 2003 people

The following below are screenshots of the most popular three posts since the 25th January 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place - The Leeds Food Club

2003 people had this post delivered to them and it had **27** post clicks, with **47** reactions, comments and shares.



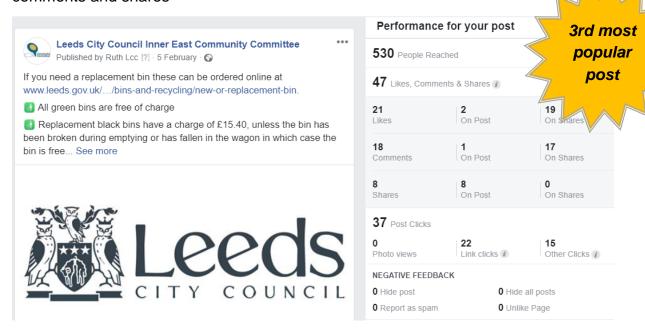
2nd Place – Harehills Festive Video Feedback Survey

1229 people had this post delivered, with **46** post clicks with **23** reactions, comments & shares.



3rd Place – Replacement Bins

530 people had this post delivered to them. There were **37** post clicks and **47** reactions, comments and shares



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 and Richmond Hill** has **85** members, **Gipton and Harehills** has **125** members and **Killingbeck and Seacroft** has **146** 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 and Richmond Hill: https://www.facebook.com/groups/207593427013706
- Gipton and Harehills: https://www.facebook.com/groups/684218675719062
- Killingbeck and Seacroft: https://www.facebook.com/groups/206345057352165