



Outer North East Community Committee & COVID-19 Groups

Appendix 1

FACEBOOK highlights

23 March 2021 – 11 June 2021

Outer North East Community Committee

Since 23 March 2021 the Outer North East Community Committee Facebook page has gained: **45 new page 'likes'** (and currently has) **565 followers**.

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 23 March 2021, the posting regarding Covid Infection Rates and Vaccinations:

- has been shared, commented on or liked 22 times
- has reached a total of 1,512 people

The following below are screenshots of the most popular three posts since the 23 March 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Covid Infection Rates and Vaccinations

1,512 people had this post delivered to them and it had 89 post clicks, with 22 reactions, comments and shares.

Leeds City Council Outer North East Community Committee •••
1 April · 🌐

Every Leeds resident makes a difference to Covid infection rates in our city. When you continue to follow the government guidance, meet fewer people outdoors and stay local, you help to keep everyone safe.

There is a lot to look forward to, as we move ahead on the government roadmap towards fewer restrictions, but we need to be cautious and keep infection rates low.

We're making real progress in Leeds, but our Covid rate is now 119 per 100,000 (up 21% in the last week), and ... [See more](#)

Visit the COVID-19 Information Centre for vaccine resources.
[Get Vaccine Info](#)

Performance for your post

1,512 People Reached

22 Likes, Comments & Shares ⓘ

6 Likes	1 On Post	5 On Shares
5 Comments	0 On Post	5 On Shares
11 Shares	6 On Post	5 On Shares

89 Post Clicks

0 Photo views	0 Link clicks ⓘ	89 Other Clicks ⓘ
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1,512 People reached

111 Engagements

Boost Unavailable

NEGATIVE FEEDBACK

2nd Place – COVID-19 Vaccine Question time

1,150 people had this post delivered, with 78 post clicks with 8 reactions, comments & shares.

Leeds City Council Outer North East Community Committee 7 April · 🌐

We would like to make you aware of a consultation by Leeds City Council on a proposal to permanently expand Allerton High School on its existing site from 220 places to 280 places in Year 7 from September 2022 onwards. The total number of children in the school would increase year on year until the school reached its full capacity.

The consultation period begins on Wednesday 31st March 2021 and lasts until 4pm on Friday 7th May 2021.

Further information about the proposal, in... [See more](#)



Performance for your post

1,150 People Reached

8 Likes, Comments & Shares 👤

4 Likes	0 On Post	4 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	2 On Post	2 On Shares

78 Post Clicks

0 Photo views	10 Link clicks 👤	68 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 post




3rd Place – Coronavirus Vaccines

53 people had this post delivered to them. There were 3 post clicks and 4 reactions, comments and shares

Leeds City Council Outer North East Community Committee 4d · 🌐

SkyBet are launching a new kickstart scheme that is opening up opportunities to young people aged 18-25 who are on Universal Credit or have been unemployed for 3 months +

No experience needed just passion
Work placements are available in #Leeds
Scan the QR code below



Performance for your post

307 People Reached

2 Likes, Comments & Shares 👤

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

1 Post Clicks

0 Photo views	0 Link clicks 👤	1 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 post



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 **42** members, **Harewood** has **85** members and **Wetherby** has **61** 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>