

Outer North East Community Committee & COVID-19 Groups

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

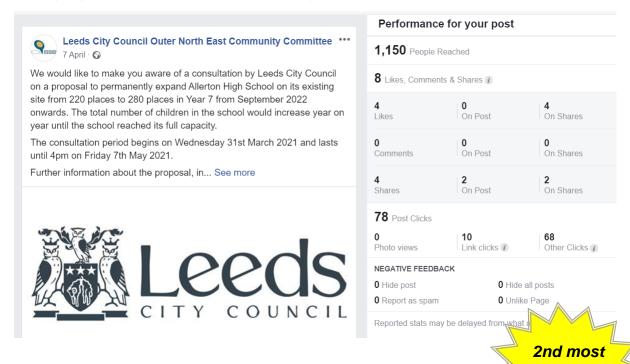
The following below are screenshots of the most popular three posts since the 23 March 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

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. Performance for your post Leeds City Council Outer North East Community Committee *** 1 April · 🛇 1,512 People Reached Every Leeds resident makes a difference to Covid infection rates in our city. 22 Likes, Comments & Shares i When you continue to follow the government guidance, meet fewer people outdoors and stay local, you help to keep everyone safe. 1 On Post On Shares 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. On Post Comments 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 11 On Post On Shares Visit the COVID-19 Information Centre for vaccine resources. 89 Post Clicks Get Vaccine Info Link clicks (i) Other Clicks Photo views 1,512 111 Boost Unavailable NEGATIVE FEEDBACK People reached Engagements

2nd Place – COVID-19 Vaccine Question time

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

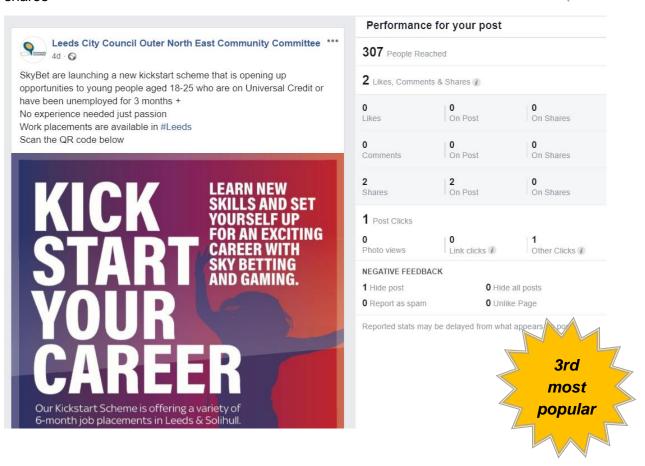


3rd Place – Coronavirus Vaccines

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

popular

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