



Inner North West Community Committee & COVID-19 Groups

FACEBOOK highlights

10 February 2021 – 30 June 2021

Appendix 4

Inner North West Community Committee

Since 10th February 2021 the Inner North West Community Committee Facebook page has gained: **1 new page 'likes'** (and currently has) **794 followers**.

This means that this is the **third** 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 10th February 2021 is the LCC Inner North West Community Committee post regarding Unemployed? Take a look at what Leeds Jobshop has got to offer...

- has reached a total of **213** people

The following below are screenshots of the most popular three posts since the 10th February 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – LCC Inner North West Community Committee Post: Unemployed?

Take a look at what Leeds Jobshop has got to offer....

213 people had this post delivered to them and it had 2 post clicks, with 2 likes, comments and shares.



Leeds City Council Inner North West Community Committee
19 May ·

Unemployed? Take a look at what Leeds Jobshop has got to offer

Leeds City Council Jobshops
Jobshop Employability Support Programme

Are you over 18? Do you live in Leeds? Are you unemployed?

If you would like some one to one support with finding employment then we can help!

Email – jobshops@leeds.gov.uk with your name and a telephone number and one of our team will call you back!!

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

213 People reached 4 Engagements

Like Comment

Performance for your post

213 People Reached

2 Likes, Comments & Shares

0 Likes 0 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

2 Shares 1 On Post 1 On Shares

2 Post Clicks

0 Photo views 0 Link clicks 2 Other Clicks

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



2nd Place – LCC Inner North West Community Committee Post: We officially declare Clay Pit Lane – open! 🎉🎉

79 people had this post delivered, with 3 post clicks with 2 likes, comments & shares.

Leeds City Council Inner North West Community Committee •••
11 June · 🌐

79 People Reached

2 Likes, Comments & Shares ⓘ

1 Likes	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

3 Post Clicks

1 Photo views	0 Link clicks ⓘ	2 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

Cityconnect
10 June Like Page

We officially declare Clay Pit Lane – open! 🎉🎉

Fab event this week as the ribbon was cut on our latest dedicated cycling and walking route in the heart of Leeds.

Double Olympic champion Alistair Brownlee and @MayorOfWY were in for the honours and take a spin on the new lane which runs from north Leeds to the past Leeds Arena.

School children, community groups and businesses who we've supported to walk more were also there... great to see so people out cycling in the sun!

Read more at - <http://ow.ly/jxWq50F7kEx>

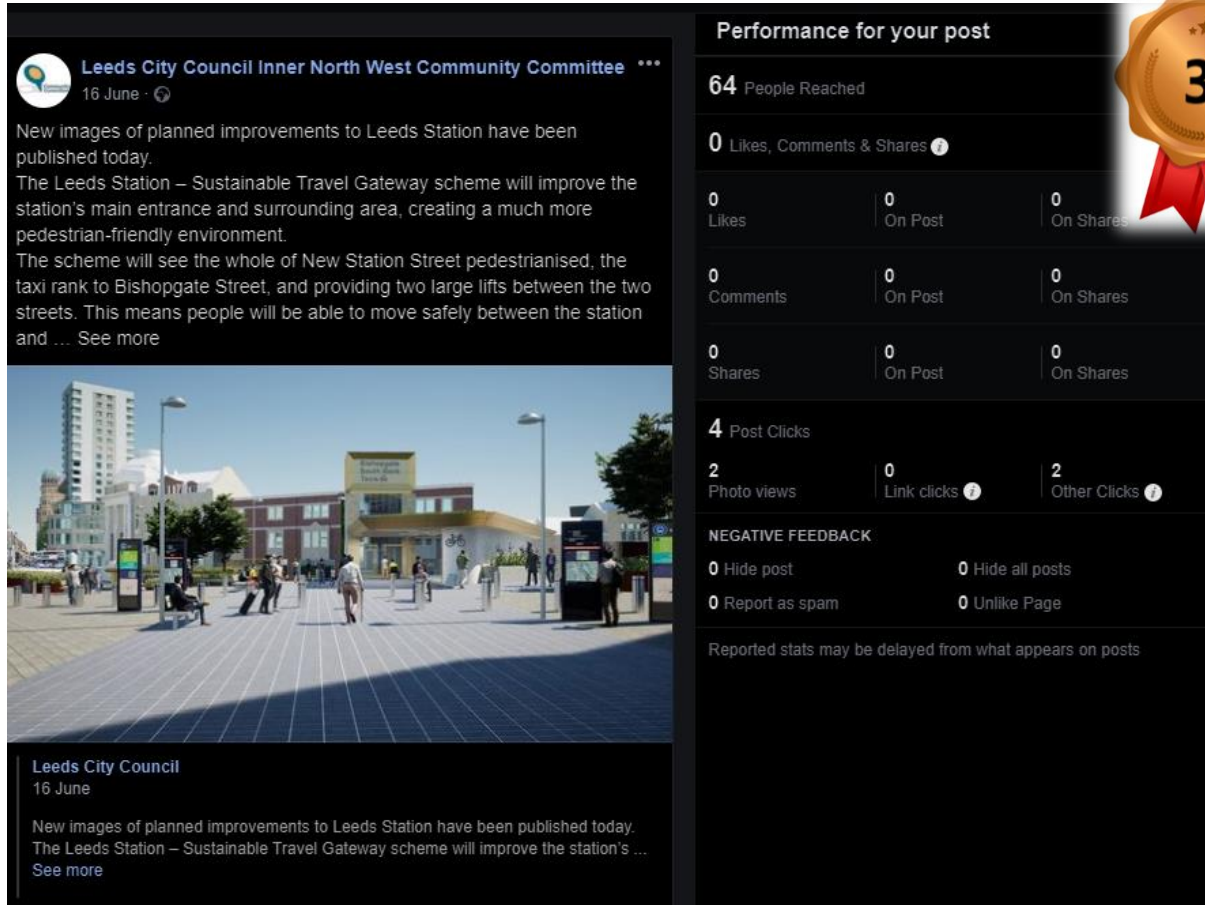
Connecting Leeds

79 People reached **5** Engagements Boost Unavailable

2nd MOST POPULAR POST

3rd Place – LCC Inner North West Community Committee Post: New images of planned improvements to Leeds Station have been published today.


64 people had this post delivered to them. There were 4 post clicks and 0 reactions, comments and shares



The image shows a Facebook post from the 'Leeds City Council Inner North West Community Committee' dated 16 June. The post text describes the 'Leeds Station – Sustainable Travel Gateway scheme' and includes a photograph of a modern, pedestrian-friendly station entrance. To the right of the post is a 'Performance for your post' analytics panel. A gold medal icon with '3rd' is overlaid on the top right of the analytics panel.

Leeds City Council Inner North West Community Committee •••
16 June · 🌐

New images of planned improvements to Leeds Station have been published today.
The Leeds Station – Sustainable Travel Gateway scheme will improve the station's main entrance and surrounding area, creating a much more pedestrian-friendly environment.
The scheme will see the whole of New Station Street pedestrianised, the taxi rank to Bishopgate Street, and providing two large lifts between the two streets. This means people will be able to move safely between the station and ... See more



Leeds City Council
16 June

New images of planned improvements to Leeds Station have been published today.
The Leeds Station – Sustainable Travel Gateway scheme will improve the station's ...
See more

Performance for your post

64 People Reached

0 Likes, Comments & Shares ⓘ

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


4 Post Clicks

2 Photo views	0 Link clicks ⓘ	2 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



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, **Headingley & Hyde Park** has **54** members, **Little London & Woodhouse** has **52** members and **Weetwood** has **55** 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.

Headingley & Hyde Park: <https://www.facebook.com/groups/208547290232611>

Little London & Woodhouse: <https://www.facebook.com/groups/202806744152253>

Weetwood: <https://www.facebook.com/groups/362971477994614>