



## Inner East Community Committee & COVID-19 Groups

FACEBOOK highlights

31<sup>st</sup> May 2021 – 27<sup>th</sup> June 2021

Appendix 1

Since 31st May 2021 the Inner East Community Committee Facebook page has gained **9 new page likes** putting the total 'likes' at 1,100 and currently has **1,372 followers** (an increase of 103 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 following below are screenshots of the most popular three posts since the 31st May 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

### 1st Place – The Vinery Centre “Speakeasy” course

**3,612** people had this post delivered to them and it had **18** post clicks, with **9** reactions, comments and shares.

Leeds City Council Inner East Community Committee  
8 June · 🌐

Does the thought of talking to your child about sex and relationships worry or confuse you? The new **“Speakeasy” course at The Vinery Centre** is aimed at parents of all ages, teaching them how to speak to their children about sex and relationships.

The course is completely free and will run for 5 weeks starting on Thursday 24th June at the Vinery centre 09:30 - 11:30am.

Does the thought of talking to your children about sex and relationships worry or confuse you?  
**SPEAK easy!**

<b>3,612</b> People Reached		
<b>9</b> Reactions, comments & shares ⓘ		
<b>3</b> Like	<b>2</b> On post	<b>1</b> On shares
<b>1</b> Love	<b>0</b> On post	<b>1</b> On shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>5</b> Shares	<b>5</b> On Post	<b>0</b> On Shares
<b>18</b> Post Clicks		
<b>3</b> Photo views	<b>0</b> Link clicks ⓘ	<b>15</b> Other Clicks ⓘ

**Top post!!**

## 2<sup>nd</sup> Place – Vaccination Bus at Nowell Mount

642 people had this post delivered, with 5 post clicks with 20 reactions, comments & shares.

**Leeds City Council Inner East Community Committee**  
15 June · 🌐

🇬🇧 The vaccine bus is back from TODAY at Nowell Mount in Burmantofts and will be there 10am-3pm until Friday 🇬🇧

The bus can vaccinate anyone aged 30 or above, anyone who is an unpaid carer, or has an underlying health conditions is eligible to receive the Covid-19 AZ vaccine.

No bookings are required, this is a walk up provision – please be aware if there is bad weather, then people should dress appropriately.



**Leeds CITY COUNCIL** **NHS COVID-19 Vaccination Service**

**COVID-19 vaccine rollout**

**Come along to the vaccination minibus at:**

**Nowell Mount Community Centre**

**Nowell Mount, Harehills, LS9 6HR**

**642** People Reached

**20** Likes, Comments & Shares ⓘ

<b>7</b> Likes	<b>0</b> On Post	<b>7</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>13</b> Shares	<b>13</b> On Post	<b>0</b> On Shares

**5** Post Clicks

<b>1</b> Photo views	<b>0</b> Link clicks ⓘ	<b>4</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



## 3<sup>rd</sup> Place – Chapel FM Volunteer Recruitment

272 people had this post delivered to them. There were 25 post clicks and 8 reactions, comments and shares

**Leeds City Council Inner East Community Committee**  
21 June · 🌐

Chapel FM Arts Centre are looking for volunteers to join the team at their newly renovated building in Seacroft 🙌🙌🙌



**Chapel FM Arts Centre** ▶ **Burmantofts & Richmond Hill Community Group**  
17 June

We're looking for **VOLUNTEERS** for our newly renovated and expanded arts centre in Seacroft, East Leeds.

**272** People Reached

**8** Likes, Comments & Shares ⓘ

<b>3</b> Likes	<b>3</b> On Post	<b>0</b> On Shares
<b>5</b> Comments	<b>4</b> On Post	<b>1</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**25** Post Clicks

<b>0</b> Photo views	<b>0</b> Link clicks ⓘ	<b>25</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



## **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 **137** members and **Killingbeck and Seacroft** has **145** 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>