



## Outer East Community Committee & COVID-19 Groups

FACEBOOK highlights

11 February 2021 – 30 June 2021

Appendix 2

### Outer East Community Committee

Since 11<sup>th</sup> February 2021 the Outer East Community Committee Facebook page has gained: **75 new page 'likes'** (and currently has) **2,907 followers**.

This means that this is the **first** 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 11<sup>th</sup> February 2021 is the LCC Outer East Community Committee post regarding the Upcoming Meeting: Local jobs for local people!

- has been shared 26 times
- has reached a total of 7,275 people

The following below are screenshots of the most popular three posts since the 11<sup>th</sup> February 2021.

Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

**1st Place – LCC Outer East Community Committee Post: Upcoming Meeting**  
Local jobs for local people! posted on 27<sup>th</sup> March 2021.

7,275 people had this post delivered to them and it had 930 post clicks, with 80 likes, comments and shares.



**Leeds City Council Outer East Community Committee**  
27 March · 🌐

Local jobs for local people!  
Cleaner at East Garforth Primary Academy.  
Part time shop assistant (flexible hours) at the Post Office, Main St, Garforth.  
Cleaner at Blenkinsop opticians, Main St, Garforth. ... See more

**Performance for your post**

**7,275** People Reached

**80** Likes, Comments & Shares

<b>18</b> Likes	<b>3</b> On Post	<b>15</b> On Shares
<b>36</b> Comments	<b>5</b> On Post	<b>31</b> On Shares
<b>26</b> Shares	<b>26</b> On Post	<b>0</b> On Shares

**930** Post Clicks

<b>50</b> Photo views	<b>0</b> Link clicks	<b>880</b> Other Clicks
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**NEGATIVE FEEDBACK**


- 0** Hide post
- 0** Report as spam
- 0** Hide all posts
- 0** Unlike Page

Reported stats may be delayed from what appears on posts



**2<sup>nd</sup> Place – LCC Outer East Community Committee Post:** Local job opportunities: Trainees and engineers required at TI Security, on Aberford Rd, Garforth, posted on 11<sup>th</sup> May 2021

6,780 people had this post delivered, with 407 post clicks with 61 reactions, comments & shares.



**Performance for your post**

**6,780** People Reached

**61** Reactions, comments & shares ?

<b>21</b> Like	<b>3</b> On post	<b>18</b> On shares
<b>1</b> Love	<b>0</b> On post	<b>1</b> On shares
<b>11</b> Comments	<b>1</b> On Post	<b>10</b> On Shares
<b>28</b> Shares	<b>28</b> On Post	<b>0</b> On Shares

**407** Post Clicks

<b>56</b> Photo views	<b>0</b> Link clicks <small>?</small>	<b>351</b> Other Clicks <small>?</small>
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**NEGATIVE FEEDBACK**

<b>1</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 – LCC Outer East Community Committee Post: Advance warning of some upcoming road closures on ELOR, posted on 7<sup>th</sup> June 2021

6,448 people had this post delivered to them. There were 544 post clicks and 38 likes, comments and shares



**Post Details**

**Leeds City Council Outer East Community Committee**

7 June

We would like to give you advance warning of some upcoming road closures on ELOR. These will be needed to enable us to undertake resurfacing works. The attached drawing shows the dates road space has been booked. The A6120 Ring Road, Shadwell, A58 & A64 resurfacing will take place over 2 weekends within this timescale (The roads will only be closed over the 2 selected weekends). The schedule on the drawing shows the dates we are currently planning to undertake the works.... See more

**Performance for your post**

**6,448** People Reached

**38** Likes, Comments & Shares

5 Likes	1 On Post	4 On Shares
27 Comments	10 On Post	17 On Shares
6 Shares	6 On Post	0 On Shares

**544** Post Clicks

67 Photo views	0 Link clicks	477 Other Clicks
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**NEGATIVE FEEDBACK**

1 Hide post	0 Report as spam	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, Cross Gates & Whinmoor has **273** members, Garforth & Swillington has **154** members, Kippax & Methley has **234** members and Temple Newsam has **113** 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.

- **Cross Gates & Whinmoor:**  
<https://www.facebook.com/groups/160876171685804/>
- **Garforth & Swillington:**  
<https://www.facebook.com/groups/2825870440832422/>
- **Kippax & Methley:**  
<https://www.facebook.com/groups/2537537846488224/>
- **Temple Newsam:**  
<https://www.facebook.com/groups/231347554658819/>

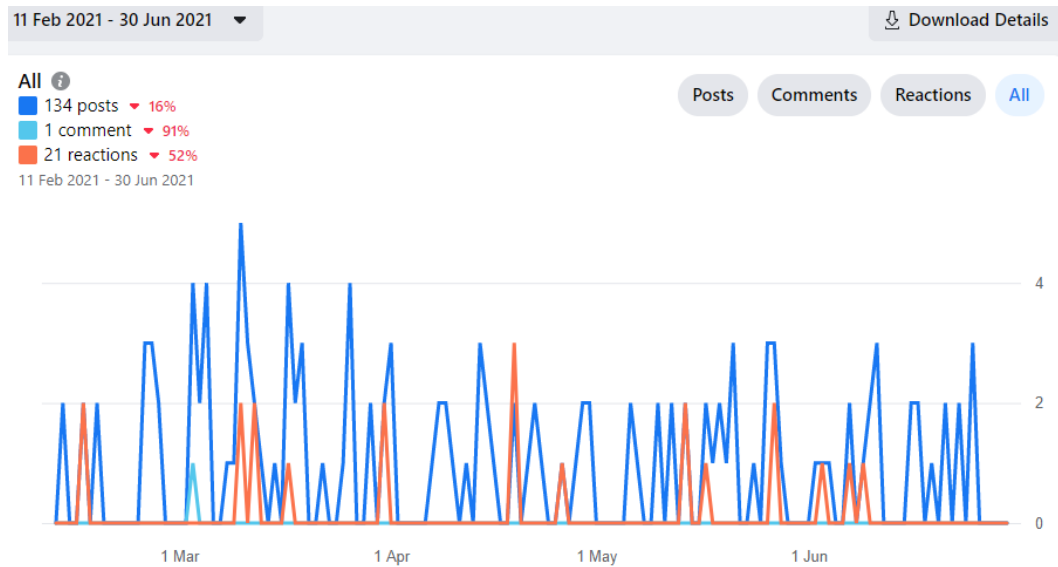
For the latest Coronavirus (COVID-19)  
information visit  
[www.leeds.gov.uk/coronavirus](http://www.leeds.gov.uk/coronavirus)





### 1. Cross Gates & Whinmoor Coronavirus Group:

There have been 134 posts, 1 comments and 21 reactions, from 11<sup>th</sup> February 2021 to 30<sup>th</sup> June 2021 on the Cross Gates & Whinmoor Coronavirus Group page.



The most popular post in the last 28 days:

3 June at 14:03

Care home residents can now leave the home to visit lower risk outdoor spaces (such as parks) and attend appointments important for their wellbeing. They are also allowed up to five named visitors (two at any one time), providing visitors test negative for COVID-19. To find out more, please visit: <http://orio.uk/GiFLF>

HM Government NHS

**Care home residents can leave the home to visit lower risk outdoor spaces (such as parks) and attend appointments important for their wellbeing.**

Leeds City Council  
3 June at 11:02

Care home residents can now leave the home to visit lower risk outdoor spaces (such as parks) and attend appointments important for their wellbeing. They are also allowed up to five named visitors (two at any one time), providing visitors test negative for COVID-19. To find out more, please visit: <http://orio.uk/GiFLF>

[View insights](#) 82 post reach >

1



The post was seen by 82 people and had 1 like

## 2. Garforth & Swillington Coronavirus Group:

There have been 149 posts, 2 comments and 13 reactions from 11<sup>th</sup> February 2021 to 30<sup>th</sup> June 2021 on the Garforth & Swillington Coronavirus Group page.

The most popular post in the last 28 days:

23 June at 10:48 · 🌐

Leeds Covid rates up to 210.6 per 100k from 198.8 positivity 7.2%.  
Over - 60s rate 32.3 per 100k with hospitalisations/ICU low & average 2 deaths per week.

Again the double-vaccine effect appears to be breaking the link between infection and serious illness/hospitalisation/death.

There are some very large outbreaks in two inner-city wards but the good news is there are lots of people with positive tests proving to be asymptomatic in the younger age groups.


Nevertheless, the race is now on to vaccinate as many young adults as possible to drive these figures down and avoid further variants emerging.

So, the message is please take the vaccine as soon as offered, now available to anybody aged 18 and over, and please ensure you take your second jab.

There is some, admittedly anecdotal, evidence that locally some people are missing their second jab appointments but it is vitally important that you take the second vaccination when offered.

The second dose highly increases efficacy in terms of both Pfizer and Astrazeneca to 96% and 92% effectiveness respectively.

Thanks all  
Garforth and Swillington Independents

 COVID-19 vaccines go through many tests for safety and effectiveness and are then monitored closely.  
Source: World Health Organization  
[Get Vaccine Info](#)

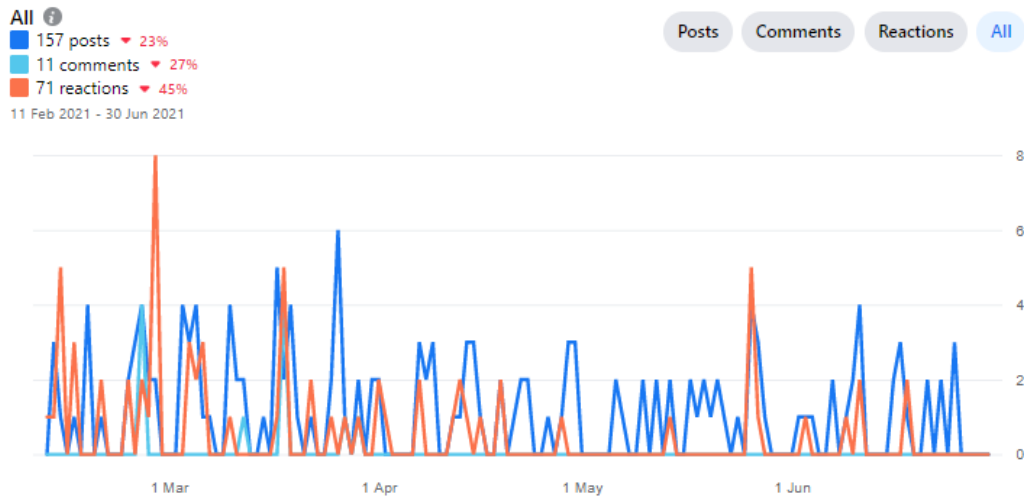
👍 2 Seen by 34



The post was seen by 34 people and 2 likes

### 3. Kippax & Methley Coronavirus Group:

There have been 157 posts, 11 comments and 71 reactions, from 11<sup>th</sup> February 2021 to 30<sup>th</sup> June 2021 on the Kippax & Methley Coronavirus Group page.



The most popular post in the last 28 days:

The screenshot shows a Facebook post from the Kippax & Methley Labour Team, dated 18 June at 15:06. The post features a blue banner with white and yellow text: "Discretionary support grant for people working as Childminders, Beauticians or in the Wedding and Event sector". Below the banner, the text reads: "Self-employed and working in one of these roles? You may be eligible for a SINGLE ONE-OFF grant payment of up to £1,000 to help pay fixed business costs. Check the eligibility criteria and apply before 5pm on 28 June at [orlo.uk/bceni](http://orlo.uk/bceni)". The post has 2 likes and 1 share, and was seen by 83 people.

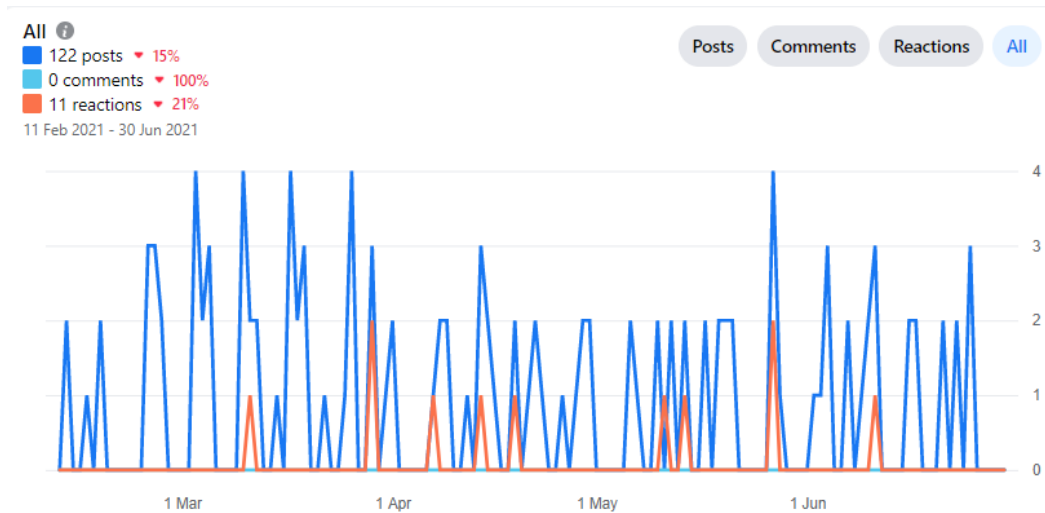


The post was seen by 83 people and had 1 share & 2 likes



#### 4. Temple Newsam Coronavirus Group:

There have been 122 posts, 0 comments and 11 reactions since 11<sup>th</sup> February 2021 to 30<sup>th</sup> June 2021 on the Temple Newsam Coronavirus Group page.



The most popular post in the last 28 days:

11 June at 14:36 · 🌐

Austhorpe, Colton, Halton, Halton Moor, Temple Newsam and Whitkirk businesses and charities affected by the coronavirus lockdown, which have fixed property costs of over £4,000 per year, can apply for a one-off Discretionary Grant if they HAVE NOT previously applied...



**Leeds City Council**  
7 June at 11:01 · 🌐

Leeds businesses and charities affected by the coronavirus lockdown, which have fixed property costs of over £4,000 per year, can apply for a one-off Discretionary Grant if they HAVE NOT previously applied.

You can check the full eligibility criteria and apply online at- <http://orlo.uk/pmKX3>

👍 1 1 share Seen by 38

The post was seen by 38 people, 1 share and 1 likes