



Outer West Community Committee

FACEBOOK highlights

1st June 2021 – 31st August 2021

Appendix 1

Outer West Community Committee

<https://www.facebook.com/LCCOuterWest>

The Facebook page for the Outer West Community Committee has continued to provide support, information and access to multiple services. With regular updates, the number of followers and interactions has been reflected in the interaction of the local community. Since 1st June 2021 the Outer West Community Committee Facebook page has:

- Further increased the total number of page followers to **1,250**
- Held a position as the **4th most popular** Community Committee Facebook page across Leeds
- Seen a total reach to followers of 12,654

Definitions:

- **'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, many posts can be read without any further interaction!

The most popular post since the 1st June 2021 was a post on July 1st promoting the Mini Breeze events scheduled for Outer West. This post:

- **Reached a total of 3,678 people**
- **Was shared, liked, commented on 28 times**
- **Was clicked on 78 times**

1st Place – Mini Breeze Outer West (01.07.21)



3,678 people had this post delivered to them and it had **28** post clicks. A further **78** people liked, commented, and shared the post.



Leeds City Council Outer West Community Committee ***
1 July · 🌐

Breeze in the Park 2021

The Breeze Team are delighted to announce our summer series of **Breeze in the Park** festivals are back this year and we would like to invite you to be a part of the day. The event is fun packed with inflatables, arts tents and Info Zone.

Breeze wants to invite **local organisations and service providers** to have a presence at their local Breeze in the Park event.

The info zone is an opportunity for organisations to promote the great work they do and a chance to engage with local young people and families.

To get involved and register your interest please contact darren.kellis@leeds.gov.uk for a booking form
The deadline for form submissions is **Monday 12th July 2021**

Confirmed dates for the Outer West area are:

- Queens Park, Pudsey— Thursday 29th July
- Hainsworth Park, Farsley —Tuesday 17th August
- Farnley Hall Park, Farnley— Saturday 21st August

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

3,678 People reached 106 Engagements [Boost post](#)

Performance for your post

3,678 People Reached

28 Likes, Comments & Shares ↓

15 Likes	3 On Post	12 On Shares
8 Comments	6 On Post	2 On Shares
5 Shares	5 On Post	0 On Shares

78 Post Clicks

17 Photo views	0 Link clicks ↓	61 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

2nd Place – Summer Bands in the Park (17.06.2021)




1,284 people had this post delivered to them and it had **41** post clicks. A further **8** people liked, commented, and shared the post.

Leeds City Council Outer West Community Committee 17 June · 🌐

Summer Band Performances in Outer West: UPDATE

Due to the postponement to easing social distancing measures, the Summer Bands in Leeds Parks series will not be able to go ahead until at least the 19th July.

As a result, the concerts at Western Flatts Cliff Park, Wortley - Sunday 27 June, Farnley Hall Park - Sunday 11 July and Victoria Park, Calverley - Sunday 18 July will not be able to go ahead. ... See more



Performance for your post

1,284 People Reached

8 Reactions, comments & shares 🗨️

5 Like	4 On post	1 On shares
1 Sad	0 On post	1 On shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

41 Post Clicks

0 Photo views	0 Link clicks 🗨️	41 Other Clicks 🗨️
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NEGATIVE FEEDBACK

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

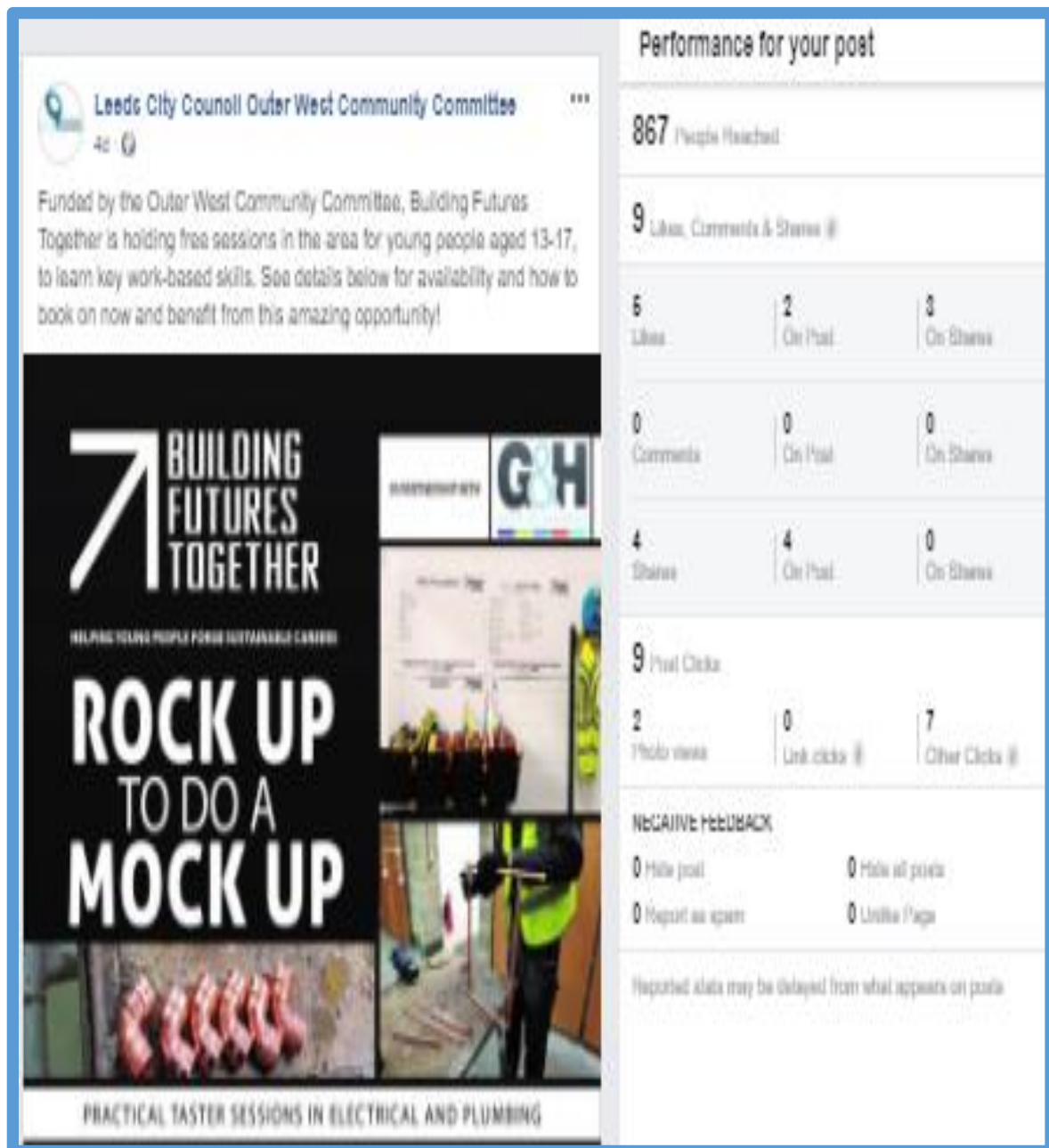
Reported stats may be delayed from what appears on posts

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

1,284 People reached **49** Engagements [Boost post](#)

3rd Place – Building Futures Together (02/08/2021)

867 people had this post delivered to them and it had **9** post clicks. A further **9** people liked, commented, and shared the post.



The screenshot shows a Facebook post from 'Leeds City Council Outer West Community Committee' with a performance analytics sidebar. The post text reads: 'Funded by the Outer West Community Committee, Building Futures Together is holding free sessions in the area for young people aged 13-17, to learn key work-based skills. See details below for availability and how to book on now and benefit from this amazing opportunity!'. The main image features the text 'BUILDING FUTURES TOGETHER' and 'ROCK UP TO DO A MOCK UP' over a background of construction-related images. The analytics sidebar on the right provides the following data:

Performance for your post		
867 People Reached		
9 Likes, Comments & Shares #		
6 Likes	2 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares
9 Post Clicks		
2 Photo views	0 Link clicks #	7 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		

Other posts of note



For the period June 2021 – August 2021, the Outer West Community Committee Facebook page has published content on a wide variety of local issues and events.

This has included posts on the following:

- Job opportunities through Kickstart Programme
- Online Armed Forces Day events
- Public consultations
- Child Friendly Leeds campaigns
- Enjoy Summer Safely campaign
- Promotion of local businesses
- Changes to national Covid guidance

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.

The table below outlines the total membership numbers for each Outer West ward page:

Outer West Ward	Number of Members
Calverley & Farsley	49
Farnley & Wortley	161
Pudsey	560
Total	770

Since 1st June 2021, the pages have maintained a stable membership.

As a committee area of Leeds, Outer West remains **number 1** across the city in terms of collective membership to these Coronavirus help pages.

The committee is asked to note the specific **Coronavirus Facebook Ward Pages** links and are invited to share these links in an attempt to increase traffic further:

- Calverley & Farsley - <https://facebook.com/groups/953541868438931/>
- Farnley & Wortley - <https://facebook.com/groups/197222391700687/>
- Pudsey - <https://facebook.com/groups/144186830248272/>

Pudsey overview:



Top Post: 15th July 2021

Rapid Covid Testing

The post reached 188 people

Other Popular posts on the Pudsey page:

- Mobile testing unit locations
- Vaccine promotion
- Discretionary Grants for businesses

Farnley & Wortley overview:



Top Post: 22nd July 2021

Armley Helping Hands – job advertisement

The post reached 49 people, and had 1 engagement (likes, shares, comments)

Other popular posts on the Farnley & Wortley page:

Grab a Job NHS campaign

Neighbourhood Action – local advice

NHS Fresh Air Advice

Calverley & Farsley overview:



Top Post: 28th July 2021

LCC advice to Clinically Extremely Vulnerable

The post reached 23 people

Other Popular post on the Calverley & Farsley Page:

Mobile Testing Unit locations

NHS Vaccine campaign

Contact Details:

The Outer West Community Committee Facebook page, along with the three wards based Coronavirus Help pages for the area, continue to be maintained by the Localities Officer and Engagement Officer for Outer West.

The Outer West Community Committee wants to work with organisations and individuals in the area to promote local initiatives, advice, and good news stories that can benefit the local community.

If you wish to get in touch, please contact:

Mike Stevenson
Localities Officer – Outer West Community Committee
Michael.stevenson@leeds.gov.uk