



## Outer South Community Committee & COVID-19 Groups

FACEBOOK highlights

16<sup>th</sup> July 2021 – 7<sup>th</sup> September 2021

Appendix 1

### Outer South Community Committee

Since 15<sup>th</sup> July 2021 the Outer South Community Committee Facebook page has gained: **3 new page 'likes'** (and currently has) **1,106 followers**.

This means that this is the **fourth** 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 **15<sup>th</sup> July 2021** the posting regarding: **Outer South Community Committee Meeting**

- has been shared **8 times**
- has reached a total of **246 people**

The following below are screenshots of the most popular three posts since the **15<sup>th</sup> July 2021**. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

### 1st Place – Confirmed Mobile Testing Units Deployment

**246** people had this post delivered to them and it had **9** post clicks, with **8** shares.

**Top Post!!**

Performance for your post	
<b>246</b> People Reached	
<b>8</b> Likes, Comments & Shares	
<b>0</b> Likes	<b>0</b> On Post
<b>0</b> Comments	<b>0</b> On Shares
<b>8</b> Shares	<b>0</b> On Post
<b>9</b> Post Clicks	<b>0</b> On Shares
<b>0</b> Photo views	<b>0</b> Link clicks
	<b>9</b> Other Clicks

NEGATIVE FEEDBACK

## 2<sup>nd</sup> Place – Outer South Community Committee Meeting Invite

180 people had this post delivered, with 8 post clicks with 4 likes, comments & shares.

Leeds City Council Outer South Community Committee  
6 July · 🌐

Dear community members,  
You are receiving this post as notification of the next Outer South Community Committee meeting, which will be hosted by the Chair, Councillor Robert Finnigan.  
The meeting will be held at Morley Town Hall in the Alexandra Hall on Monday 26th July 2021 from 4pm – 5.30pm... See more

**Outer South Community Committee Meeting**  
**Monday 26th July 2021 at 4pm**  
Alexandra Hall, Morley Town Hall

Outer South Community Committee website:  
<http://democracy.leeds.gov.uk/mgCommitteeDetails.aspx?ID=1002>

Hosted by the Outer South Community Committee.  
Keep up to date with the work of your Community Committee.  
We are inviting submissions on local issues that may be presented to the Committee, these must be submitted at least 3 working days before the meeting takes place to be considered.  
Due to current restrictions arising from the COVID-19 pandemic, there will be very limited capacity for observers of the meeting, however if you would like to attend, it's really important that you get in touch to request a place, otherwise **you will not be allowed in to the meeting.**  
If you require a submission form or wish to attend please contact:  
[communitycommittee@leeds.gov.uk](mailto:communitycommittee@leeds.gov.uk)

Performance for your post

180 People Reached

4 Likes, Comments & Shares 📊

3 Likes	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

8 Post Clicks

4 Photo views	1 Link clicks 📊	3 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



## 3<sup>rd</sup> Place – Grab a Jab COVID-19 Vaccination for 16 & 17 year olds

175 people had this post delivered, with 3 post clicks with 10 likes, comments & shares.

Leeds City Council Outer South Community Committee  
23 August · 🌐

Sixteen and seventeen year olds in Leeds can now get their COVID-19 vaccine ahead of going back to school or college in September. Dates and times are available at [www.leedscg.nhs.uk/covid-19-vaccine-infor.../walk-in-clinics/](http://www.leedscg.nhs.uk/covid-19-vaccine-infor.../walk-in-clinics/)

**Grab a jab at:** **NHS**

**Clinics for 16 & 17 year olds**

- 1 Elland Road vaccination centre  
Bobby Collins Way, Leeds, LS11 0EB  
Every day, 7:30am – 5:30pm
- 2 Woodsley Multifaith Community Centre,  
64 Woodsley Road, Leeds, LS3 1DU  
Monday to Friday 3:20 – 6:40pm

No appointment needed - just walk on in!

Performance for your post

175 People Reached

10 Likes, Comments & Shares 📊

2 Likes	0 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

3 Post Clicks

1 Photo views	2 Link clicks 📊	0 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, **Ardley & Robin Hood** has **169** members, **Morley North** has **213** members, **Morley South** has **64** members and **Rothwell** has members **76**.

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.

- **Ardley & Robin Hood:** <https://facebook.com/groups/3015216201909400/>
- **Morley North:** <https://facebook.com/groups/808971249611489/>
- **Morley South:** <https://facebook.com/groups/1081027385584718/>
- **Rothwell:** <https://facebook.com/groups/208813890355620/>