



& COVID-19 Groups

FACEBOOK Highlights

16 September 2021 – 1st November 2021

Outer North West Community Committee

Since 16th September 2021 the Outer North West Community Committee Facebook page has gained: 12 **new page 'likes'** (and currently has) **859 followers.**

This means that this is the **<u>fourth</u>** 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 16th September 2021 is: Volunteers wanted, Hidden Owls is a community project based in Armley

• has reached a total of 207 people

The following below are screenshots of the most popular three posts since the 16th September 2021. Alongside it is the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Volunteers wanted

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Hidden Owls is a community project based in Armley.

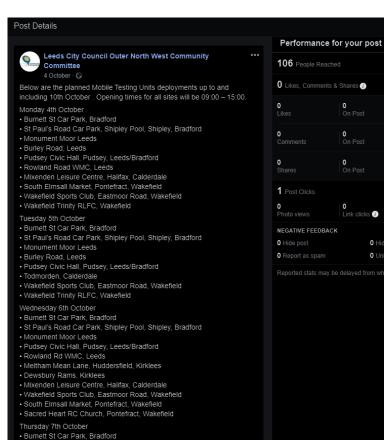
tails				
0.00	Performance for your post			
tails reds City Council Outer North West Community committee 13 October: ©	207 People Reached			
"Volunteers wanted	4 Likes, Comments	& Shares 🥡		
Hidden Owls is a community project based in Armley. It is a retail outlet selling new and pre-loved quality clothing and other items with proceeds going directly to The Howarth Foundation, a registered charity which supports those who have led a chaotic lifestyle through homelessness, addiction, at risk of becoming homeless, fleeing domestic violesness, surfing, in unsuitable or unsafe accommodation or simply without a roof to	3 Likes	0 On Post	3 On Shares	
	0 Comments	On Post	0 On Shares	
call their own. By providing volunteering opportunities and acting as a confidence builder and support team the shop acts as a halfway house for clients wishing to	1 Shares	1 On Post	0 On Shares	
return to full time employment but just not yet ready to take the 'next step.' We are looking for volunteers to work within the shop providing retail support and assistance to our client volunteers. On-site training will be provided.	 6 Post Clicks 0 Photo views 	│ 0 │ Link clicks (})	6 Other Clicks 🌗	
The role will entail;	NEGATIVE FEEDBAC			
Serving customers Receiving and sorting stock Pricing stock	0 Hide post 0 Report as spam	O Hide all postsO Unlike Page		
General upkeep and presentation of the shop		be delayed from what		
Email: andy@howarthfoundation.org.uk Phone: 01274 864999				
Get more likes, comments and shares When you boost this post, you'll show it to more people.				
207 10 Boost post People reached Engagements Boost post				
1 share				
ကို Like 💭 Comment 🎓 Share 🍳 🗸				





2nd Place – Information on planned Mobile Testing units

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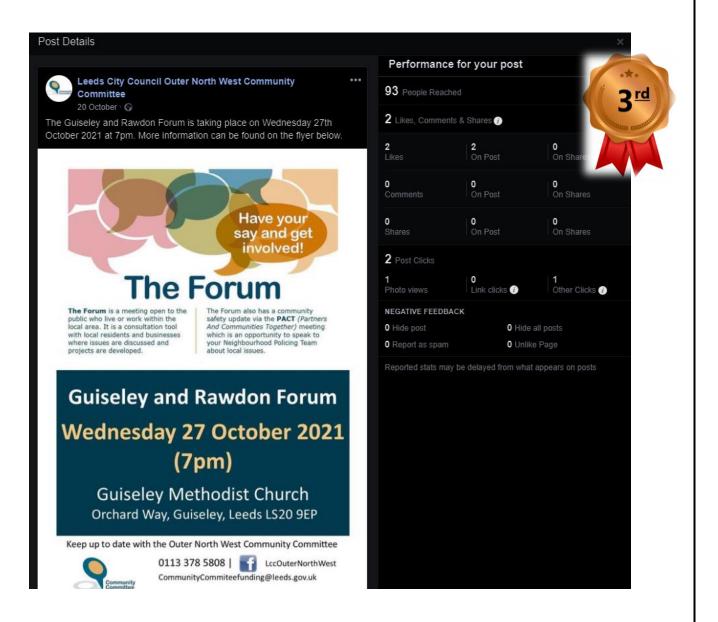
0 Link clicks ()

0 Hide all posts

1 Other Clicks 👔



3rd Place – Guiseley and Rawdon Forum





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 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, Adel & Wharfedale has **27** members, Guiseley & Rawdon has **398** members, Horsforth has **373** members and Otley & Yeadon has **98** 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.

- Adel & Wharfedale: https://www.facebook.com/groups/145910486725913
- Guiseley & Rawdon: https://www.facebook.com/groups/144003970282505/
- Horsforth: https://www.facebook.com/groups/925330781257667/
- Otley & Yeadon: https://www.facebook.com/groups/223975022137993/

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

