Appendix 1



# Inner West Community Committee & COVID-19 Groups

**FACEBOOK** highlights

03 September 2021 - 04 November 2021

# **Inner West Community Committee**

Since 03 September 2021 the Inner West Community Committee Facebook page has gained: **64 new page 'likes'** (and currently has) **1,130 likes and 1,423 followers.** 

This means that this is the **2nd** 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!!

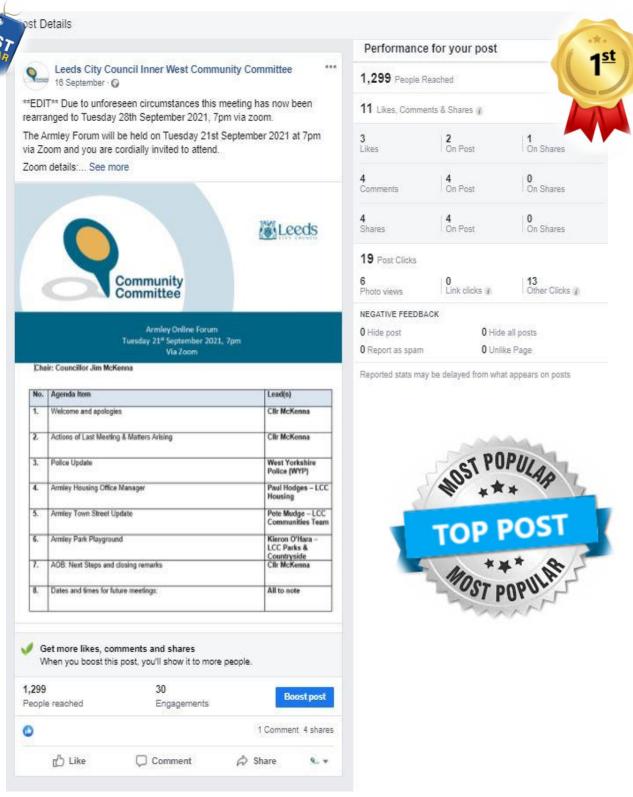
The most popular post since the 03 September 2021 is the LCC Inner West Community Committee post regarding the Armley Online Forum

- has been shared 4 times
- has reached a total of 1,299 people

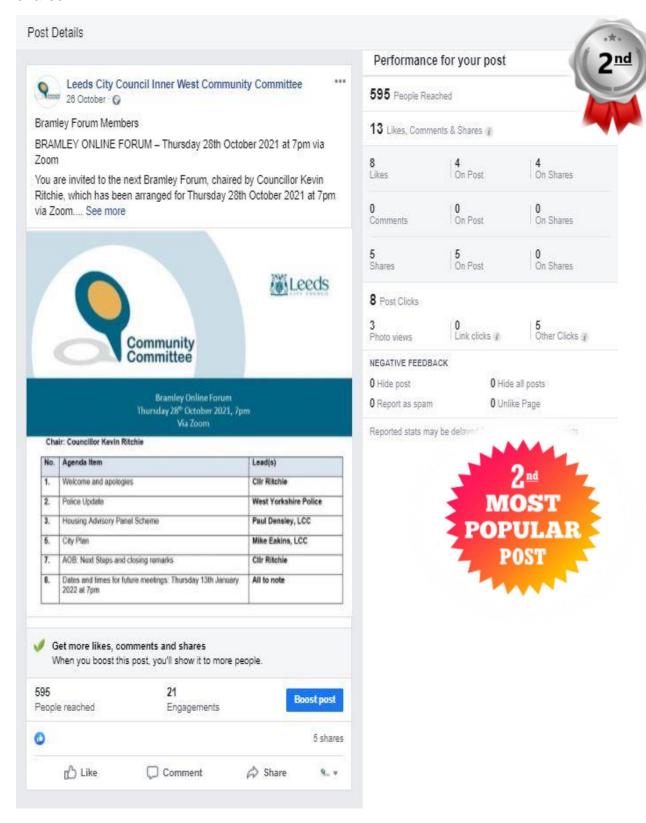
The following below are screenshots of the most popular three posts since the 3<sup>rd</sup> September 2021. Alongside this are the figures for how many people were 'reached' and how many people 'engaged' with the post.

### 1st Place – LCC Inner West Community Committee Post: Armley Online Forum

1,299 people had this post delivered to them and it had 19 post clicks, with 11 likes, comments, and shares.

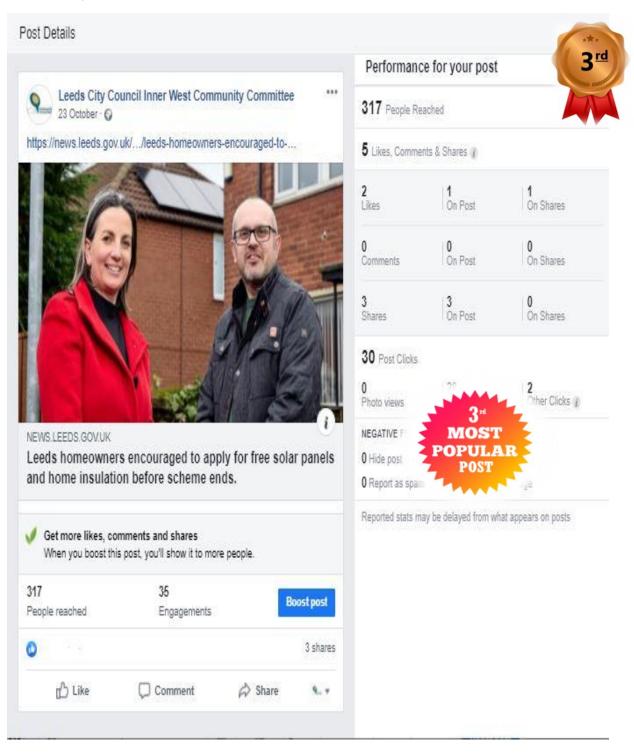


**2<sup>nd</sup> Place – LCC Inner West Community Committee Post:** Bramley Online Forum 595 people had this post delivered, with 8 post clicks with 13 likes, comments, and shares.



3<sup>rd</sup> Place – LCC Inner West Community Committee Post: Homeowners encouraged to apply for free solar panels

317 people had this post delivered to them. There were 30 post clicks and 5 likes, comments, and shares



# **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, **Armley** has **158** members, **Bramley and Stanningley** has **73** members, and **Kirkstall** has **254** 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.

- Armley: <a href="https://www.facebook.com/groups/240058733840731/">https://www.facebook.com/groups/240058733840731/</a>
- Bramley and Stanningley: <a href="https://www.facebook.com/groups/204369294167978/">https://www.facebook.com/groups/204369294167978/</a>
- Kirkstall: https://www.facebook.com/groups/210253080212370/

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

