



Inner West Community Committee & COVID-19 Groups

FACEBOOK highlights

03 September 2021 – 04 November 2021

Appendix 1

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 3rd 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.



Post Details

Leeds City Council Inner West Community Committee
18 September · 🌐

****EDIT**** Due to unforeseen circumstances this meeting has now been rearranged to Tuesday 28th September 2021, 7pm via zoom.
The Armley Forum will be held on Tuesday 21st September 2021 at 7pm via Zoom and you are cordially invited to attend.
Zoom details:... See more



Armley Online Forum
Tuesday 21st September 2021, 7pm
Via Zoom

Chair: Councillor Jim McKenna

No.	Agenda Item	Lead(s)
1.	Welcome and apologies	Cllr McKenna
2.	Actions of Last Meeting & Matters Arising	Cllr McKenna
3.	Police Update	West Yorkshire Police (WYP)
4.	Armley Housing Office Manager	Paul Hodges – LCC Housing
5.	Armley Town Street Update	Pete Mudge – LCC Communities Team
6.	Armley Park Playground	Kieron O'Hara – LCC Parks & Countryside
7.	AOB: Next Steps and closing remarks	Cllr McKenna
8.	Dates and times for future meetings:	All to note

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

1,299 People reached 30 Engagements [Boost post](#)

🗨️ 1 Comment 4 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

1,299 People Reached

11 Likes, Comments & Shares

3 Likes 2 On Post 1 On Shares

4 Comments 4 On Post 0 On Shares

4 Shares 4 On Post 0 On Shares

19 Post Clicks

6 Photo views 0 Link clicks 13 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



2nd 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.

Post Details

Leeds City Council Inner West Community Committee

28 October · 🌐

⋮

Bramley Forum Members

BRAMLEY ONLINE FORUM – Thursday 28th October 2021 at 7pm via Zoom

You are invited to the next Bramley Forum, chaired by Councillor Kevin Ritchie, which has been arranged for Thursday 28th October 2021 at 7pm via Zoom.... See more

Community Committee

Bramley Online Forum
 Thursday 28th October 2021, 7pm
 Via Zoom

Chair: Councillor Kevin Ritchie

No.	Agenda Item	Lead(s)
1.	Welcome and apologies	Cllr Ritchie
2.	Police Update	West Yorkshire Police
3.	Housing Advisory Panel Scheme	Paul Densley, LCC
5.	City Plan	Mike Eakins, LCC
7.	AOB: Next Steps and closing remarks	Cllr Ritchie
8.	Dates and times for future meetings: Thursday 13th January 2022 at 7pm	All to note

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

595
People reached

21
Engagements

[Boost post](#)

👍 Like
💬 Comment
➦ Share
📄 5 shares

Performance for your post

595 People Reached

13 Likes, Comments & Shares

8 Likes	4 On Post	4 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

8 Post Clicks

3 Photo views	0 Link clicks	5 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 by up to 24 hours.


3rd 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

Post Details

Leeds City Council Inner West Community Committee
23 October · 🌐

<https://news.leeds.gov.uk/.../leeds-homeowners-encouraged-to-...>



NEWS.LEEDS.GOV.UK

Leeds homeowners encouraged to apply for free solar panels and home insulation before scheme ends.

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

317 People reached 35 Engagements **Boost post**

3 shares

Like Comment Share

Performance for your post

3rd

317 People Reached

5 Likes, Comments & Shares

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

30 Post Clicks

0 Photo views	27	2 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post

0 Report as spam

3rd MOST POPULAR POST

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, **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:** <https://www.facebook.com/groups/240058733840731/>
- **Bramley and Stanningley:** <https://www.facebook.com/groups/204369294167978/>
- **Kirkstall:** <https://www.facebook.com/groups/210253080212370/>

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

