



Outer West Community Committee

FACEBOOK highlights

1st November 2021 – 31st January 2022

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 November 2021 the Outer West Community Committee Facebook page has:

- Further increased the total number of page followers to **1,289**
- Held a position as **the 5th most popular** Community Committee Facebook page across Leeds

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 November 2021 was a post promoting the Let's Create Jubilee Fund from Arts Council England, which:

- **Reached a total of 1,464 people**
- **Was shared, liked, commented on 25 times**
- **Was clicked on 44 times**

1st Place – Let's Create Jubilee Fund


1,464 people had this post delivered to them and it had **44** post clicks. A further **25** people liked, commented, and shared the post.



Leeds City Council Outer West Community Committee 4d · 🌐

The Let's Create Jubilee Fund is open to voluntary and community groups across the country to develop creative and cultural activities as part of the Queen's Platinum Jubilee celebrations in June 2022.

The fund has been created by Arts Council England (ACE) with funds from the National Lottery. The fund is open to voluntary and community organisations with charitable aims and working towards a common goal which does not have to be based solely around arts and culture. This c...
[See more](#)



LEEDSCF.ORG.UK

Let's Create Jubilee Fund | Leeds Community Foundation

The Let's Create Jubilee Fund will support voluntary and community grou...

Performance for your post

1,464 People Reached

25 Likes, Comments & Shares ⓘ

10 Likes	4 On Post	6 On Shares
4 Comments	2 On Post	2 On Shares
11 Shares	11 On Post	0 On Shares

44 Post Clicks

0 Photo views	9 Link clicks ⓘ	35 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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

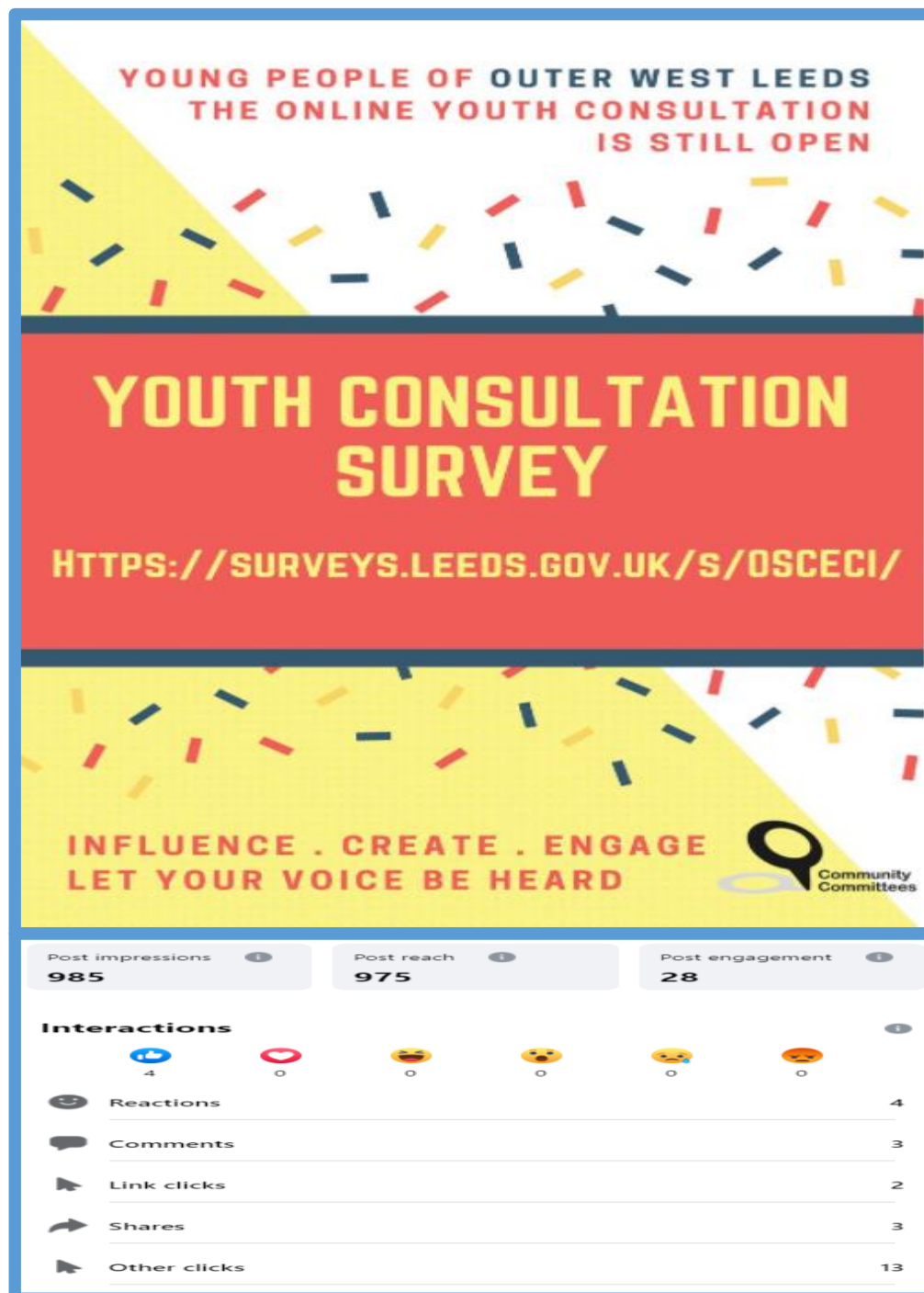
Reported stats may be delayed from what appears on posts

2nd Place – Outer West Youth Consultation

Survey (03.02.22)



975 people had this post delivered to them and it had **15** post clicks. A further **10** people liked, commented, and shared the post.




3rd Place – Pudsey Community Hub – Jobshop

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



Leeds City Council Outer West Community Committee 1d · 🌐

Need help looking for work? Our Jobshop Team at Pudsey Community Hub can help!



Do YOU need help looking for work...
Our Jobshop Team at Pudsey Community Hub can help!!
Address– Church Lane, Pudsey, Leeds LS28 7TY

Pop in for a chat to find out more and see how we can support you with finding employment!!
We are there Monday's– 9am to 5pm for a pop up Jobshop

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

392 People reached **2** Engagements [Boost post](#)

1 share

Performance for your post

392 People Reached

1 Likes, Comments & Shares ⓘ

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

1 Post Clicks

1 Photo views	0 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 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	51
Farnley & Wortley	164
Pudsey	550
Total	765

Since 1st November 2021, the pages have maintained a stable membership. As a committee area of Leeds, Outer West is **number 2** 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 to increase traffic further:

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

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