



**Outer South Community Committee & COVID-19
Groups**

FACEBOOK highlights

12th November 2021 – 3rd March 2022

Outer South Community Committee

Since 12th November 2021 the Outer South Community Committee Facebook page has **1,238 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 **6th December 2021** the posting regarding: **5 Day warehouse training course available for residents of Leeds** has been shared **4 times**

- has reached a total of **1,900 people**

The following below are screenshots of the most popular three posts since the **6th December 2021**. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – 5 Day warehouse training course available for residents of Leeds
1,900 people had this post delivered to them and it had 106 post engagement, with 4 Shares.



Good afternoon Please details below for a course available for residents of Leeds To refer a customer...

Published by Kimberly Frangos Lcc · 24 January ·

Post impressions

1,988

Post reach

1,900

Post engagement

106

Interactions



0



0



0



0



0



0



Reactions

0



Comments

0



Shares

4



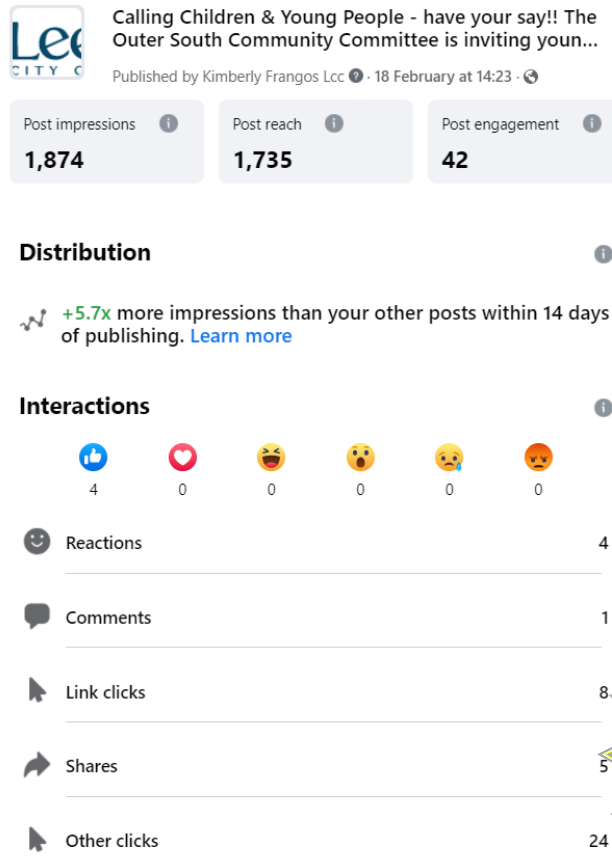
Other clicks

102

**Top
Post!!**

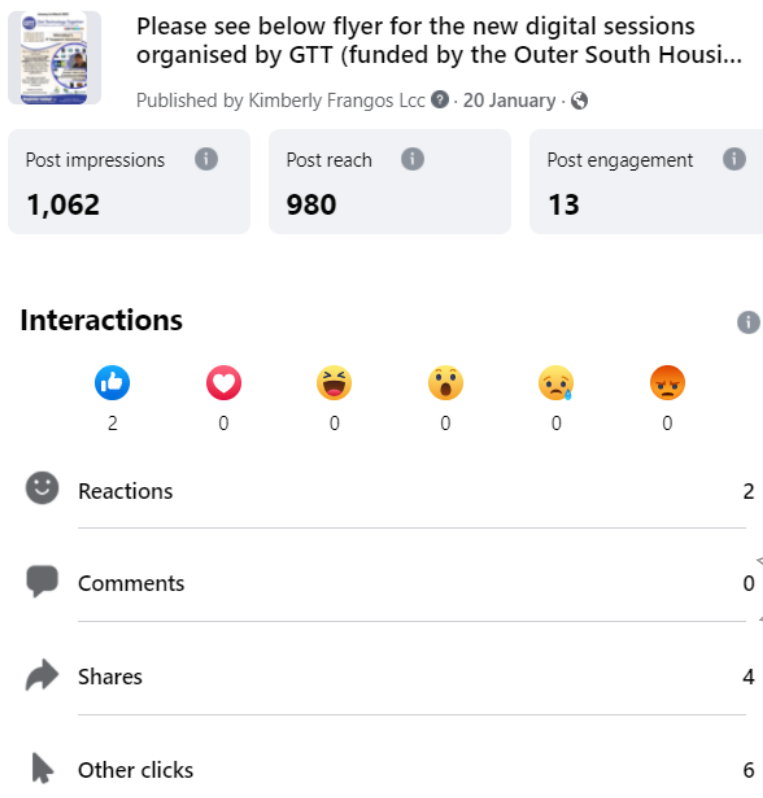
2nd Place – Youth Consultation

1,735 people had this post delivered, with 42 post engagement, 4 likes, 1 comment & 5 shares.



3rd Place – New Digital Session by Get Technology Together

980 people had this post delivered, with 13 post engagements with 4 Shares.



COVID-19 Facebook Group

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 **209** members, **Morley South** has **61** members and **Rothwell** has members **80**.

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/>