



Outer West Community Committee

FACEBOOK highlights

1st February 2022 – 31st May 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 February 2022 the Outer West Community Committee Facebook page has:

- Further increased the total number of page followers to **1,351**, an increase of **4%** from the last quarter
- 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 February 2022 was a post promoting a Leeds United Foundation young people's programme, which:

- **Reached a total of 1,951 people**
- **Was shared, liked, commented on 33 times**
- **Was clicked on 9 times**

1st Place – Leeds United Foundation –

NCS Programme for Young People



1,951 people had this post delivered to them and it had 9 post clicks. A further 33 people liked, commented, and shared the post.

Leeds City Council Outer West Community Committee
Published by Mike Lcc · 28 February ·

This summer the Leeds United Foundation are supporting an NCS Programme for young people aged 15-17 to get involved with. See details below or visit www.wearencs.com

**ARE YOU AGED 15-17
NO PLANS FOR THE SUMMER?
WANT TO MAKE A DIFFERENCE?
MEET NEW PEOPLE?
STEP OUT YOUR BOX?**

Answered yes to any of the above then

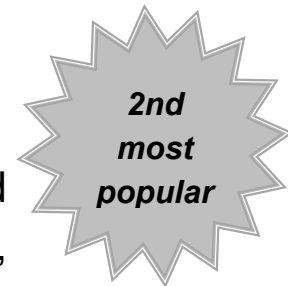
NCS

Is the answer!

HEAD ONLINE FOR MORE INFO @ WEARENCS.COM

2nd Place – Princes Trust Programme

392 people had this post delivered to them and it had **3** post clicks. A further **3** people liked, commented, and shared the post.



 Leeds City Council Outer West Community Committee
Published by Mike Lcc · 9 May at 14:29 · 

Details below about how you can get involved in a Prince's Trust programme for those aged 16-25:



The promotional graphic features a teal background with a white grid pattern. On the left, the word "TEAM" is written vertically in large, white, bold, sans-serif capital letters. In the center, there is a photograph of three young people wearing white hard hats and safety vests, crouching on the ground and holding onto a structure made of thick, dark, knotted branches. Below the photo, the text "AGED 16-25" is written in white, bold, sans-serif capital letters. To the right of the photo, the text "START SOMETHING" is written vertically in white, bold, sans-serif capital letters. Below the photo, there is a list of bullet points in white text:

- WANT TO MEET NEW PEOPLE AND TRY SOMETHING DIFFERENT?
- 12-week personal development programme
- Boost your confidence and motivation
- Achieve an accredited qualification
- Complete a work-based placement to gain experience
- Attend a residential and take part in adventurous activities
- Employability sessions with guest speakers

The Team programme is delivered in many locations across Yorkshire & Humber

FIND OUT MORE
Call 0800 842 842 for more information. Or visit our website and join our Live Chat: www.princes-trust.org.uk/contact-us



Princes Trust

**3rd Place – International Women’s Day – Leeds
Girls Can campaign**



388 people had this post delivered to them and it had **4** post clicks. A further **11** people liked, commented, and shared the post.

A screenshot of a Facebook post. At the top left is the profile picture of Leeds City Council Outer West Community Committee. The post text reads: "Celebrate International Women's Day this Saturday with Leeds Girls Can and enjoy a day packed with everything from ping pong and climbing to mother and baby activities. All women and girls are welcome to come down to Leeds Dock and join in for free! Follow Leeds Girls Can for more details." Below the text is a large yellow graphic. The graphic features a group of diverse, colorful cartoon women and girls of various ages and ethnicities. One woman in the front is in a wheelchair, and another is using a cane. They are all smiling and holding a large pink banner that says "INTERNATIONAL WOMEN'S DAY" in yellow, hand-drawn letters. At the bottom of the graphic, the text reads: "SATURDAY 5TH MARCH 12PM-3PM All women & girls come along to celebrate with Leeds Girls Can".

Contact Details:

The Outer West Community Committee Facebook page 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:

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Localities Officer – Outer West Community Committee