

Outer South Community Committee & COVID-19 Groups

FACEBOOK highlights

4th March 2022 - 5th June 2022

Outer South Community Committee

Since 4th March 2022 the Outer South Community Committee Facebook page has **1,270 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 4th March 2022 the posting regarding: Summer Bands in Leeds Park Returns has been shared 2 times

has reached a total of 1,147 people

The following below are screenshots of the most popular three posts since the 4th March 2022. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

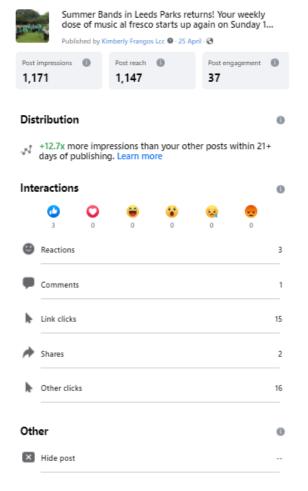
1st Place - Summer Bands in Leeds Park Returns

Leeds City Council Outer South Community Committee

1,147 people had this post delivered to them and it had 37 post engagement, with 2 Shares.

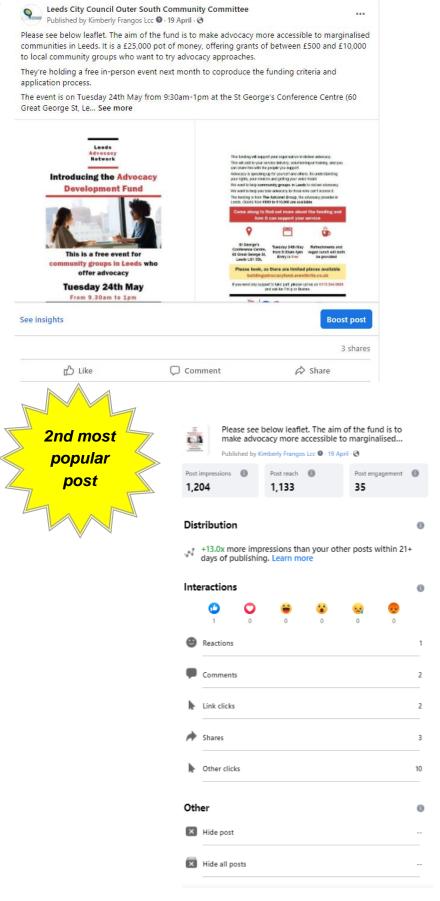






2nd Place - Advocacy Development Fund

1,133 people had this post delivered, with **35** post engagement, **1** likes, **2** comment & **3** shares.



3rd Place – Child Friendly Leeds Awards 2022

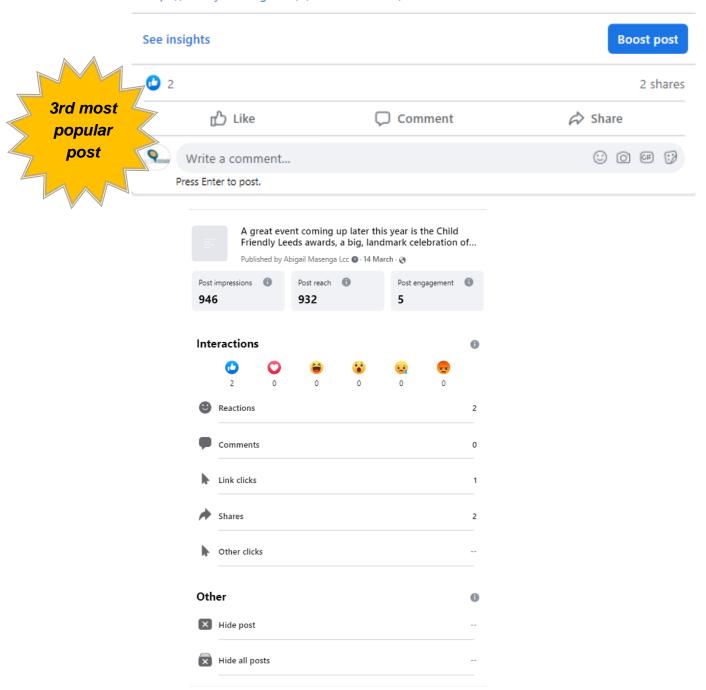
932 people had this post delivered, with **5** post engangements with **2** Shares.



A great event coming up later this year is the Child Friendly Leeds awards, a big, landmark celebration of 10 years of Child Friendly Leeds, launched by Her Majesty The Queen in 2012. The Child Friendly Leeds Awards are an opportunity to celebrate all the fantastic work that individuals and organisations across the city are doing to make Leeds a great place for children and young people to live in. The team are on the lookout for inspiring stories about the amazing people, places and organisations that help to make Leeds the best city for children and young people to grow up in.

The deadline for nominations is Friday 25 March 10pm. Link is below.

https://surveys.leeds.gov.uk/s/CFLAwards2022/



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, Ardsley & Robin Hood has 166 members, Morley North has 210 members, Morley South has 61 members and Rothwell has members 77.

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.

- Ardsley & 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/