



Outer West Community Committee

**FACEBOOK** highlights

1<sup>st</sup> September 2020 – 28<sup>th</sup> October 2020

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 September 2020 the Outer West Community Committee Facebook page has:

- Increased new page 'likes' to a total of **1051**
- Increased the total number of page followers to **1143**
- Maintained its position as the **3<sup>rd</sup> most popular** Community Committee Facebook page
- Seen followers engage with posts a total of **180** unique times

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 1<sup>st</sup> September 2020 was the posting regarding 'Mobile Testing Units'. This post:

- **has been shared, liked, commented on 16 times**
- **has reached a total of 518 people**

## 1<sup>st</sup> Place – Mobile Testing Units (25/09/2020)




**518** people had this post delivered to them and it had **47** post clicks. A further **16** people liked, commented and shared the post.


 **Leeds City Council Outer West Community Committee** \*\*\*  
Published by Mike Stevenson [?] · 25 September · 





Mobile Testing Units this weekend:  
Below is the list of confirmed mobile testing units for the weekend Saturday 26th September to Monday 28th September:

- Saturday 26th September:  
Scott Hall Leisure Centre, Leeds (opening times 10:00 – 16:00)
- Sunday 27th September:  
Scott Hall Leisure Centre, Leeds (opening times 10:00 – 16:00)
- Monday 28th September:  
Pudsey Civic Hall, Leeds/Bradford (opening times 10:00 – 16:00)  
St George's Centre, Middleton, Leeds (opening times 10:30 – 15:30)




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

<b>518</b>	<b>63</b>	<a href="#">Boost post</a>
People reached	Engagements	

 Patricia Jackson and Andy Johnson 1 Comment 8 shares

 Like  Comment  Share 

### Performance for your post

<b>518</b>	People Reached	
<b>16</b>	Likes, Comments & Shares 	
<b>5</b>	<b>2</b>	<b>3</b>
Likes	On Post	On Shares
<b>3</b>	<b>1</b>	<b>2</b>
Comments	On Post	On Shares
<b>8</b>	<b>8</b>	<b>0</b>
Shares	On Post	On Shares
<b>47</b>	Post Clicks	
<b>0</b>	<b>0</b>	<b>47</b>
Photo views	Link clicks 	Other Clicks 
<b>NEGATIVE FEEDBACK</b>		
<b>0</b>	Hide post	<b>0</b> Hide all posts
<b>0</b>	Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

## 2<sup>nd</sup> Place – Mobile Testing Units (10/09/2020)

**216** people had this post delivered to them and it had **44** post clicks. A further **17** people liked, commented and shared the post.



Post Details

**Leeds City Council Outer West Community Committee** Published by Mike Stevenson [?] · 10 September ·

Leeds Mobile Testing Units:  
The following mobile testing units will be in place in Leeds on Friday 11th September (times included):

- St George's Centre, Middleton, Leeds (opening times 10:00 – 16:00)
- **Scott** Hall Sports Centre, Leeds (opening times 11:00 – 15:00)

If you are showing symptoms, do come forward to you nearest testing unit and get tested.

**216** People Reached

**17** Likes, Comments & Shares

1 Likes	0 On Post	1 On Shares
9 Comments	1 On Post	8 On Shares
7 Shares	7 On Post	0 On Shares

**44** Post Clicks

0 Photo views	0 Link clicks	44 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

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

216 People reached	61 Engagements	<b>Boost post</b>
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1 Comment 7 shares



Like Comment Share

## 3rd Place – Nominations for Leeds Compassionate City Awards (24/09/2020)

174 people had this post delivered to them and it had 19 post clicks. A further 49 people liked, commented and shared the post.




Post Details

 **Leeds City Council Outer West Community Committee** ...  
Published by Mike Stevenson [?] · 24 September · 


Nominations are open for Leeds Compassionate City Awards 2020. You can nominate individuals, groups or organisations putting others first in their communities or the city.

Further details on the awards can be found here:-  
<https://www.leeds.gov.uk/your-cou.../compassionate-city-awards>



# Leeds


CITY COUNCIL

LEEDS.GOV.UK 

**Leeds Compassionate City Awards**  
The Compassionate City Awards celebrate the people and organisations...



### Performance for your post

**174** People Reached

**49** Likes, Comments & Shares 

<b>14</b> Likes	<b>0</b> On Post	<b>14</b> On Shares
<b>25</b> Comments	<b>1</b> On Post	<b>24</b> On Shares
<b>10</b> Shares	<b>10</b> On Post	<b>0</b> On Shares

**20** Post Clicks

<b>0</b> Photo views	<b>7</b> Link clicks 	<b>13</b> Other Clicks 
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#### NEGATIVE FEEDBACK

<b>0</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

## **Themed Focus: Youth engagement, education, activities**

For the period September – October 2020, the Outer West Community Committee Facebook page has continued to include important information relating to Covid-19, as well as more localised information relating to Outer West. Another key focus for this period has been posts that encourage youth engagement, youth education, and online activities for young people. The last 8 weeks has included posts such as:

- **Leeds Libraries half term online programme**
- **Jumpstart – Free taster session for higher education advice**
- **Leeds 150 – Young leaders in Leeds online session**
- **Black History Month – online events**
- **Leeds Laser Light Night**
- **Leeds Owl Trail – Free outdoor activity**
- **Help Out When School's Out – Childrens meals during school holidays**

With the ongoing pandemic affecting Leeds, the Outer West Community Committee page will continue to incorporate links and shares to engaging online content for the benefit of young people.

## **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.

**The table below outlines the total membership numbers for each Outer West ward page:**

<b>Outer West Ward</b>	<b>Number of Members</b>
<b>Calverley &amp; Farsley</b>	<b>50</b>
<b>Farnley &amp; Wortley</b>	<b>158</b>
<b>Pudsey</b>	<b>580</b>
<b>Total</b>	<b>787</b>

Since September 1<sup>st</sup>, the pages have seen a slight increase in membership.

As a committee area of Leeds, Outer West remains **number 1** 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 in an attempt to increase traffic further:

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

### Pudsey overview:



From 1<sup>st</sup> September – 28<sup>th</sup> Oct there has been a total of 21 posts and 382 members engaged with online content.

**Top Post:** 9<sup>th</sup> October

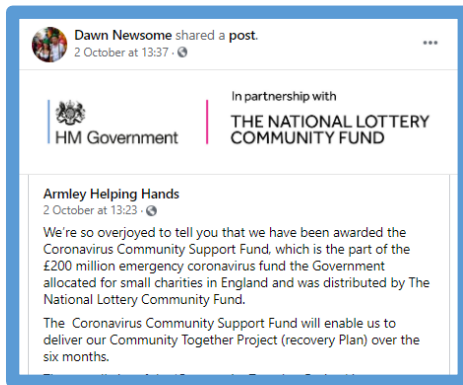
Central Gov and NHS endorsed 'Hands – Face – Space' guidance.

The post reached 252 people, and had 4 engagements (likes, shares, comments)

### **Other Popular posts on the Pudsey page:**

- **West Yorkshire Joint Services** - Coronavirus scam alerts
- **West Yorkshire and Harrogate Health and Care Partnership** – Look Out For Our Neighbours online
- **#RecycleWeek** – Leeds Bins App

## Farnley & Wortley overview:



From 1<sup>st</sup> September – 28<sup>th</sup> Oct there has been a total of 14 posts and 91 members engaged with online content.

**Top Post:** 2nd October

Armley Helping Hands – National Lottery Funding

The post reached 55 people, and had 2 engagements (likes, shares, comments)

## Other popular posts on the Farnley & Wortley page:

- **#TogetherLeeds** - Community Care Volunteering
- **NHS Covid App** – British Sign Language information
- **#Leeds150** – Free Online Youth Leadership Programme

## Calverley & Farsley overview:



From 1<sup>st</sup> September – 28<sup>th</sup> Oct there has been a total of 18 posts and 167 members engaged with online content.

**Top Post:** 29<sup>th</sup> September

Department of Health and Social Care – infographic on Covid Testing

The post reached 14 people, and had 1 engagement (likes, shares, comments)

## Other Popular post on the Calverley & Farsley Page:

- **LCC** - Mobile Coronavirus Testing Locations
- **NHS** – Self Isolation Advice
- **Metro** – Face Coverings Announcement

The Outer West Community Committee Facebook page, along with the three Coronavirus Help pages for the area, continue to be maintained by the Localities Officer and Support Officer for Outer West.