



Inner West Community Committee & COVID-19 Groups

Appendix 1

21th September 2020 – November 5th 2020

Inner West Community Committee

Since 21st September 2020 the Inner West Community Committee Facebook page has gained: **12 new page 'likes'** (and currently has) **951 Likes and 1,082 Followers.**

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 21st September 2020 the post regarding is the

****Job Opportunity****

Job Title: Debt Advice Team Leader

Responsible To: Director of Compliance and Advice services.

- has been shared 2
- has reached a total of 224

The following below are screenshots of the most popular three posts since the 21st September 2020. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – *Job Opportunity** Job Title: Debt Advice Team Leader.

224 people had this post delivered to them and it had **8** post clicks, with **3** likes, comments and shares.

Post Details

Leeds City Council Inner West Community Committee posted a job
Published by Karen McManus (7) · 16 October ·

****Job Opportunity****
Job Title: Debt Advice Team Leader
Responsible To: Director of Compliance and Advice services.
Salary: TBC... See more

LEEDS CITY COUNCIL INNER WEST COMMUNITY COMMITTEE

Director of Compliance
Leeds · Full-time · \$25,991/hour

0 Job applications

1 Comment 2 shares

Performance for your post

224 People Reached

3 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

8 Post Clicks

0 Photo views	0 Link clicks	8 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post
0 Report as spam
0 Unlike Page

Reported stats may be delayed from what appears on posts

Top post!!

2nd Place – Voluntary Action Leeds have launched the below FREE online training sessions to groups in Leeds

156 people had this post delivered, with **1** post clicks with **4**, likes, comments & shares.

Post Details

Leeds City Council Inner West Community Committee
Published by Fahad Iqbal LCC (7) · 7 October ·

Voluntary Action Leeds have launched the below FREE online training sessions to groups in Leeds. The sessions will all be delivered by Kaye Wilson Kaye.Wilson@VAL.org.uk
Register using the links below:
Finding Funding... See more

Voluntary Action Leeds
Finding Funding - Zoom Session | Voluntary Action Leeds
Participants will need to download the Zoom app on their computer 48 hours beforehand, full details will be emailed prior to the event,...

DATA VAL.ORG.UK

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

156 People reached
5 Engagements

Boost post

Andy Johnson and James Gray · 2 shares

Performance for your post

156 People Reached

4 Likes, Comments & Shares

2 Likes	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

1 Post Clicks

0 Photo views	1 Link clicks	0 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post
0 Report as spam
0 Unlike Page

Reported stats may be delayed from what appears on posts

2nd most

3rd Place – Have you seen the new rapid #ElectricVehicle charge points at Kirkstall Leisure Centre?

113 people had this post delivered to them. There were **3** post clicks and **2** likes, comments and shares

Leeds City Council Inner West Community Committee
Published by Karen McManus (1) · 22 October · 🌐

Have you seen the new rapid #ElectricVehicle charge points at Kirkstall Leisure Centre?

The new charge points, which will be free to use until October 2021, can charge vehicles as quickly as 30 minutes and add to Leeds' growing network of charging infrastructure.

Together with Engie, we've now installed 14 rapid charge points across the city and they have already been used 17,000 times. ... See more

113 People Reached

2 Likes, Comments & Shares (👤)		
2 Likes	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

3 Post Clicks

2 Photo views	0 Link clicks (🔗)	1 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.

113 People reached 5 Engagements Boost post

Andy Johnson and Sarah Street

Like Comment Share



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.

To date, **Armley** has **157** members, **Bramley and Stanningley** has **65** members, and **Kirkstall** has **262** members.

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.

- **Armley:** <https://www.facebook.com/groups/240058733840731/>
- **Bramley and Stanningley:**
<https://www.facebook.com/groups/204369294167978/>
- **Kirkstall:** <https://www.facebook.com/groups/210253080212370/>