



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

**FACEBOOK** highlights

**18<sup>th</sup> September 2020 – 8<sup>th</sup> November 2020**

**Outer South Community Committee**

Since 18<sup>th</sup> September 2020 the Outer South Community Committee Facebook page has gained: **7 new page 'likes'** (and currently has) **980 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 **18<sup>th</sup> September 2020** the posting regarding **Leeds Baby Bank**:

- has been shared **6 times**
- has reached a total of **1,337 people**

The following below are screenshots of the most popular three posts since the **18<sup>th</sup> September 2020**. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

## 1st Place – Leeds Baby Bank

1,337 people had this post delivered to them and it had 75 post clicks, with 12 likes, comments and shares.

**Leeds City Council Outer South Community Committee**  
Published by Kimberly Frangos [?] · 5 October · 🌐

Please see attached flyer looking for baby item donations for Leeds Baby bank

CLWL10/20 Charity no. 1179029



### WE PARTNER WITH LEEDS BABY BANK!

Your donations of baby essentials will help families in crisis with our postcode!

If you have any of the following items, they can be donated to families in Leeds:

- Stair-gates
- Double prams
- Cots/Cotbeds
- Toddler beds
- Towels
- Travel bags
- Size 0/1 Nappies
- Sealed formula

**How to donate:**  
Please contact Leeds Baby Bank directly to arrange the donation:  
Send a direct message to Leeds Baby Bank on Facebook/Instagram/Twitter  
If you cannot donate directly, speak to our team!  
Please do not bring any items that are not on the list.

Thank you!   

**Performance for your post**

**1,337** People Reached

**12** Likes, Comments & Shares 📊

2 Likes	0 On Post	2 On Shares
4 Comments	3 On Post	1 On Shares
6 Shares	6 On Post	0 On Shares

**75** Post Clicks

55 Photo views	0 Link clicks 📊	20 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.

1,337 People reached      87 Engagements      [Boost post](#)

## 2<sup>nd</sup> Place – LCC Health and Wellbeing Survey

580 people had this post delivered, with 17 post clicks with 13 likes, shares.



**Leeds City Council Outer South Community Committee**  
Published by Kimberly Frangos · 19 October ·

Good afternoon

Leeds City Council and Linking Leeds are conducting an online survey to understand people's attitudes towards participating in virtual groups and activities to improve their health and wellbeing.

What keeps you well in your community? Help us to improve access to groups and activities in your area to help you stay happier and healthier. Please complete this short survey.

<https://surveys.leeds.gov.uk/s/SFSQ50/> with the following description:

SURVEYS.LEEDS.GOV.UK  
**Health and Wellbeing in the Community**

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

580 People reached      30 Engagements      [Boost post](#)

**Performance for your post**

580 People Reached

13 Likes, Comments & Shares

4 Likes	1 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
9 Shares	8 On Post	1 On Shares

17 Post Clicks

0 Photo views	9 Link clicks	8 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

## 3<sup>rd</sup> Place – West Yorkshire Trading Standards Scam Alert Newsletter

564 people had this post delivered to them. There were 17 post clicks and 7 likes, comments and shares

**Leeds City Council Outer South Community Committee**  
Published by Kimberly Frangos · 5 October ·

West Yorkshire Trading Standards scam alert newsletter Issue 19

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

564 People reached      24 Engagements      [Boost post](#)

**Performance for your post**

564 People Reached

7 Likes, Comments & Shares

1 Likes	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
6 Shares	6 On Post	0 On Shares

17 Post Clicks

14 Photo views	0 Link clicks	3 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



## **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, **Ardley & Robin Hood** has **170** members, **Morley North** has **209** members, **Morley South** has **75** members and **Rothwell** has 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.

- **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/>