



Inner East Community Committee & COVID-19 Groups

FACEBOOK highlights

17th October 2020 – 17th November 2020

Appendix 1

Since 17th October 2020 the Inner East Community Committee Facebook page has gained **6 new page 'likes'** putting the total 'likes' at 1047 and currently has **1215 followers** (an increase of 52 since the last committee meeting).

This means that this is the **third** most popular Community Committee page in the last 28 days.

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 17th October 2020 the posting regarding The Big Bike Revival:

- has been liked, commented on or shared 7 times
- has reached a total of 401 people

The following below are screenshots of the most popular three posts since the 17th October 2020. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.


1st Place – The Big Bike Revival

401 people had this post delivered to them and it had 4 post clicks, with 7 likes, comments and shares.



Leeds City Council Inner East Community Committee
Published by Ruth Lcc [?] · 23 October ·

Throughout next week's half term break **Leeds Bike Mill** will be at community venues across the inner east offering free bike checks and repairs. For more information and to book a slot visit:
<https://leedsbikemill.org/dr-bike/>



Week beginning 26th October 2020
Tuesday: 11am - 3:30pm @ The Old Fire Station, Gipton
Thursday: 11am - 3pm @ The Compton Centre, Harehills
Saturday: 10am - 2pm @ Leeds Bike Mill, Mabgate Green

Leeds Bike Mill, supported by Cycling UK, are offering free bike safety checks & basic repairs.

Performance for your post

401 People Reached

7 Likes, Comments & Shares

4 Likes	4 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

4 Post Clicks

1 Photo views	1 Link clicks	2 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



2nd Place – Kick Start


384 people had this post delivered, with 7 post clicks with 5 reactions, comments & shares.



Leeds City Council Inner East Community Committee
Published by Ruth Lcc [?] · 27 October ·

Are you looking to get into work, training or education?
Kick Start is an intensive five week programme that will provide you with the tools to get into employment, education or training. If you like to be active, be part of a team, and are looking to find a direction, then Kick Start is for you!

The programme includes:
☒ An accredited work skills qualification ... [See more](#)



Active Leeds is excited to bring you a fantastic new programme, Kick Start!

Performance for your post

384 People Reached

5 Likes, Comments & Shares

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

7 Post Clicks

3 Photo views	0 Link clicks	4 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




3rd Place – Free Wellbeing and Mindfulness sessions

301 people had this post delivered to them. There were 4 post clicks and 2 reactions, comments and shares

**Leeds City Council Inner East Community Committee**
Published by Ruth Lcc [?] · 20 October · 🌐

 Free wellbeing & mindfulness sessions for new parents 
On Tuesday the 3rd & Tuesday the 10th of November Touchstone will be running free online sessions for new parents focusing on nurturing wellbeing and relaxation at home.
For more information and to book on to the sessions contact Kim on 07341547493 or kimg@touchstonesupport.org.uk



Your Space

Wellbeing & Mindfulness For New Parents

2 Free online sessions for nurturing wellbeing & relaxation at home


Includes:

- Everyday self-care ideas for new parents
- Fun mindfulness activities
- Information on local & online wellbeing resources
- Informal discussions around wellbeing & parenthood in a safe space with a Your Space team member

New Dates:
21st & 28th September
5th & 12th October
3rd & 10th November



Performance for your post

301 People Reached

2 Likes, Comments & Shares 

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

4 Post Clicks

2 Photo views	0 Link clicks 	2 Other Clicks 
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NEGATIVE FEEDBACK

0 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



3rd most popular post

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, **Burmantofts and Richmond Hill** has **86** members, **Gipton and Harehills** has **120** members and **Killingbeck and Seacroft** has **137** 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.

- Burmantofts and Richmond Hill:
<https://www.facebook.com/groups/207593427013706>
- Gipton and Harehills:
<https://www.facebook.com/groups/684218675719062>
- Killingbeck and Seacroft:
<https://www.facebook.com/groups/206345057352165>