



## Inner West Community Committee & COVID-19 Groups

Appendix 1

6<sup>th</sup> November 2020 – 5<sup>th</sup> March 2021

### Inner West Community Committee

Since 5<sup>th</sup> November 2020 the Inner West Community Committee Facebook page has gained: **25 new page 'likes'** (and currently has) **976 Likes and 1,084 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 6<sup>th</sup> November 2020 is the post regarding

Take care of you, this winter.

If you are aged over 60 you are at a greater risk if you catch COVID-19. Take care of you this winter, by finding ways to stay active and connected to loved ones, whilst staying safe from the virus.

- has been shared 2
- has reached a total of 310

The following below are screenshots of the most popular three posts since the 6<sup>th</sup> November 2020. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

**1st Place** – Take care of you, this winter.

**310** people had this post delivered to them and it had **2** post clicks, with **5** likes, comments and shares.

**Leeds City Council Inner West Community Committee**  
Published by Karen McManus [?] · 14 December 2020 · 🌐

If you are aged over 60 you are at a greater risk if you catch COVID-19. Take care of you this winter, by finding ways to stay active and connected to loved ones, whilst staying safe from the virus. Find our top tips at: [www.takecareleeds.co.uk](http://www.takecareleeds.co.uk)

**Take care of you, this winter.**  
Active Connected Safe

People aged over 60 are at a greater risk from COVID-19. It's important that we work together to keep you safe, active and socially connected while minimising any physical contact with others. Let's work together to keep each other safe. Please visit [www.takecareleeds.co.uk](http://www.takecareleeds.co.uk)

**310** People reached      **7** Engagements      Boost Unavailable

Andy Johnson      1 Comment 2 shares

Like Comment Share

**Performance for your post**

**310** People Reached

**5** Likes, Comments & Shares

<b>2</b> Likes	<b>1</b> On Post	<b>1</b> On Shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>2</b> Shares	<b>2</b> On Post	<b>0</b> On Shares

**2** Post Clicks

<b>1</b> Photo views	<b>1</b> Link clicks	<b>0</b> 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** – Connecting Leeds - Updated plans to improve the Armley Gyratory and help transform transport and travel in Leeds have been revealed.

**134** people had this post delivered, with **8** post clicks with **1** likes, comments & shares.

**Leeds City Council Inner West Community Committee**  
Published by Karen McManus [?] · 3d · 🌐

**Connecting Leeds**  
3d

Updated plans to improve the Armley Gyratory and help transform transport and travel in Leeds have been revealed.

The updated designs will:

- Provide more appe...

See more

NEWS.LEEDS.GOV.UK  
**Connecting Leeds** reveal new plans for improving the Armley Gyratory

**134** People reached      **9** Engagements      Boost Unavailable

Andy Johnson

Like Comment Share

**Performance for your post**

**134** People Reached

**1** Likes, Comments & Shares

<b>1</b> Likes	<b>1</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**8** Post Clicks

<b>0</b> Photo views	<b>6</b> Link clicks	<b>2</b> 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



### 3<sup>rd</sup> Place – Inner West Uniform Exchange

130 people had this post delivered to them. There were 3 post clicks and 7 likes, comments and shares

**Leeds City Council Inner West Community Committee**  
Published by Karen McManus [?] · 25 February · 🌐

**Performance for your post**

130 People Reached

7 Likes, Comments & Shares ⓘ

5 Likes	5 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

3 Post Clicks

0 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 the post.

**3<sup>rd</sup> most popular**

Jools Heselwood is with Hannah Bithell.  
23 February

### 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 **161** members, **Bramley and Stanningley** has **67** members, and **Kirkstall** has **258** 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/>