



**Inner East Community Committee & COVID-19  
Groups**

**FACEBOOK** highlights

**25<sup>th</sup> January 2021 – 26<sup>th</sup> February 2021**

**Appendix 1**

Since 25th January 2021 the Inner East Community Committee Facebook page has gained **7 new page likes** putting the total 'likes' at 1052 and currently has **1269 followers** (an increase of 54 since the last committee meeting).

This means that this is the **second** 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 25<sup>th</sup> January 2021 the posting regarding The Leeds Food Club:

- has been liked, commented on or shared 47 times
- has reached a total of 2003 people


The following below are screenshots of the most popular three posts since the 25<sup>th</sup> January 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

## 1st Place – The Leeds Food Club

2003 people had this post delivered to them and it had 27 post clicks, with 47 reactions, comments and shares.

**Leeds City Council Inner East Community Committee**  
Published by Grace Young [?] · 10 February · 🌐

Leeds Food Club provides families good quality food at low cost. If you live or work near the Henry Barren Centre in Gipton you could join the new food club based at the centre. It costs just £1 a year for your family to become a member and once you've joined you can buy a bag of food every week worth around £15 for just £3.50.



### Leeds FOOD Club

#### Food On Our Doorstep

Good-quality food at a low price

Family Action has launched FOOD (Food On Our Doorstep) Clubs in Leeds to provide families with good-quality food at a low cost, while also reducing food waste. It costs just £1 a year for your family to become a member.

Once you've joined, you can purchase a bag of tasty food items every week worth approx. £15 for just £3.50!

To become a member you must live or work within 15 minutes of the club.

**Performance for your post**

**2,003** People Reached

**47** Reactions, comments & shares

<b>22</b> Like	<b>3</b> On post	<b>19</b> On shares
<b>3</b> Love	<b>1</b> On post	<b>2</b> On shares
<b>1</b> Comments	<b>0</b> On Post	<b>1</b> On Shares
<b>21</b> Shares	<b>21</b> On Post	<b>0</b> On Shares

**27** Post Clicks

<b>4</b> Photo views	<b>0</b> Link clicks	<b>23</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 – Harehills Festive Video Feedback Survey

1229 people had this post delivered, with 46 post clicks with 23 reactions, comments & shares.

**Leeds City Council Inner East Community Committee**  
Published by Grace Lawrenson [?] · 28 January · 🌐

Calling all Harehills residents! Did you take part in the Harehills Festive Video? Whether you did or not, the event committee would love to get your feedback and your ideas for future community events in Harehills. Please complete the below short survey to have your say and sign up to get involved:  
<http://bit.ly/2YgFm3l>



**Performance for your post**

**1,229** People Reached

**23** Reactions, comments & shares

<b>9</b> Like	<b>0</b> On post	<b>9</b> On shares
<b>1</b> Love	<b>0</b> On post	<b>1</b> On shares
<b>5</b> Comments	<b>0</b> On Post	<b>5</b> On Shares
<b>8</b> Shares	<b>4</b> On Post	<b>4</b> On Shares

**46** Post Clicks

<b>1</b> Photo views	<b>12</b> Link clicks	<b>33</b> 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 – Replacement Bins

530 people had this post delivered to them. There were 37 post clicks and 47 reactions, comments and shares

**Leeds City Council Inner East Community Committee**  
Published by Ruth Lcc [?] · 5 February ·

If you need a replacement bin these can be ordered online at [www.leeds.gov.uk/.../bins-and-recycling/new-or-replacement-bin](http://www.leeds.gov.uk/.../bins-and-recycling/new-or-replacement-bin).

- All green bins are free of charge
- Replacement black bins have a charge of £15.40, unless the bin has been broken during emptying or has fallen in the wagon in which case the bin is free... [See more](#)

**Performance for your post**

<b>530</b> People Reached		
<b>47</b> Likes, Comments & Shares		
<b>21</b> Likes	<b>2</b> On Post	<b>19</b> On Shares
<b>18</b> Comments	<b>1</b> On Post	<b>17</b> On Shares
<b>8</b> Shares	<b>8</b> On Post	<b>0</b> On Shares
<b>37</b> Post Clicks		
<b>0</b> Photo views	<b>22</b> Link clicks	<b>15</b> Other Clicks

**NEGATIVE FEEDBACK**

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

**3<sup>rd</sup> 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 **85** members, **Gipton and Harehills** has **125** members and **Killingbeck and Seacroft** has **146** 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>