



Outer North East Community Committee & COVID-19 Groups

Appendix 1

FACEBOOK highlights

8th December 2020 – 1st March 2021

Outer North East Community Committee

Since 8th December 2020 the Outer North East Community Committee Facebook page has gained: **35 new page 'likes'** (and currently has) **503 followers**.

This means that this is the **tenth** 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 8th December 2020 the posting regarding Over-60s stay safe, active and connected:

- has been shared, commented on or liked 3 times
- has reached a total of 346 people

The following below are screenshots of the most popular three posts since the 8th December 2020. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Over-60s stay safe, active and connected

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

Leeds City Council Outer North East Community Committee •••
Published by Grace Young [?] · 18 December 2020 · 🌐

It's never been more important for over-60s to stay safe, active and connected, find out more by visiting 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

346 People reached **6** Engagements **Boost Unavailable**

346 People Reached

3 Likes, Comments & Shares 📊

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

3 Post Clicks

0 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 – COVID-19 Vaccine Question time

275 people had this post delivered, with 6 post clicks with 1 reactions, comments & shares.

Leeds City Council Outer North East Community Committee •••
Published by Grace Young [?] · 11 February · 🌐

Leeds health experts to host Facebook Live COVID vaccine

Health professionals from Leeds are running a Facebook live session about the COVID vaccine on Saturday 20 February from 2pm-3pm.

The diverse panel will see four GPs in Leeds and a public health expert from the city help provide clear information on the vaccination programme. They will be on hand to answer any questions that people may have so that people can make an informed decision on the vaccine when they are invi...
[See more](#)

Facebook Live Session:
About the COVID-19 vaccine:
Hear from the experts and take part in a question and answer session

Saturday 20 February | 2-3pm | [Facebook.com/NHSLeeds](https://www.facebook.com/NHSLeeds)

275 People Reached

1 Likes, Comments & Shares 📊

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

6 Post Clicks

0 Photo views	1 Link clicks 📊	5 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 – Coronavirus Vaccines

53 people had this post delivered to them. There were 3 post clicks and 4 reactions, comments and shares

Leeds City Council Outer North East Community Committee •••
Published by Preet Matharu [?] · 14 January · 🌐

People most at risk from the complications of COVID-19 are being offered the vaccine first. The NHS is planning to vaccinate everyone in the top four priority groups by mid February 2021 – including older care home residents and staff, everyone aged over 70, all frontline NHS and care staff and all those who are clinically extremely vulnerable.

The NHS will let you know when it's your turn to have the vaccine. It's important not to contact the NHS for a vaccination before the... [See more](#)



53 People Reached		
4 Likes, Comments & Shares ⓘ		
2 Likes	0 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares
3 Post Clicks		
0 Photo views	1 Link clicks ⓘ	2 Other Clicks ⓘ
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 most popular

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, **Alwoodley** has **43** members, **Harewood** has **87** members and **Wetherby** has **62** 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.

- Alwoodley: <https://www.facebook.com/groups/681365375954435>
- Harewood: <https://www.facebook.com/groups/216974936085436>
- Wetherby: <https://www.facebook.com/groups/234075651062598>