



Outer West Community Committee

FACEBOOK highlights

1st March 2021 – 31st May 2021

Appendix 1

Outer West Community Committee

<https://www.facebook.com/LCCOuterWest>

The Facebook page for the Outer West Community Committee has continued to provide support, information and access to multiple services. With regular updates, the number of followers and interactions has been reflected in the interaction of the local community. Since 1st March 2021 the Outer West Community Committee Facebook page has:

- Increased the total number of page followers to **1,219**
- Maintained its position as the **3rd most popular** Community Committee Facebook page across Leeds
- Seen a total reach to followers of 9,716

Definitions:

- **'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, many posts can be read without any further interaction!

The most popular post since the 17th February 2021 was a post on April 21st reminding Young People of Outer West to complete the online Youth Funding Survey. This post:

- **Reached a total of 2,379 people**
- **Was shared, liked, commented on 26 times**
- **Was clicked on 22 times**

1st Place – Youth Activity Online Survey

(21.04.2021)



2,379 people had this post delivered to them and it had **26** post clicks. A further **22** people liked, commented and shared the post.

Leeds City Council Outer West Community Committee
21 April · 🌐

<https://tinyurl.com/y58k6snu>
Calling all children & young people of Outer West. The Youth Activities Online Survey for Outer West closes on Friday 30th April. Please take your opportunity to have your say on Youth Funding. Use the link provided to complete a 5-minute survey, which will help advise your local Councillors on how to support Youth Activities in Outer West....
[See more](#)

Children & Young People of Outer West, make sure you have your say on how Youth Funding is spent this year. There's only a few days left to have your say!

Aged between 8 and 17 years?

Live in Calverley & Fansley, Pudsey, or Farnley & Wortley?

Want to see more activities that interest you?

Use the link below and in the post description to complete a 5 minute survey, and help advise your local Councillors.

<https://tinyurl.com/y58k6snu>

Deadline for submissions is **Friday 30th April**

2,379 People reached 48 Engagements Boost Unavailable

Trish Smith 12 shares

Like Comment Share

Performance for your post

2,379 People Reached		
26 Likes, Comments & Shares		
10 Likes	1 On Post	9 On Shares
0 Comments	0 On Post	0 On Shares
16 Shares	12 On Post	4 On Shares
22 Post Clicks		
5 Photo views	5 Link clicks	12 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

2nd Place – Tyersal Park Bowling Club (14.04.2021)

1,623 people had this post delivered to them and it had **70** post clicks. A further **33** people liked, commented and shared the post.

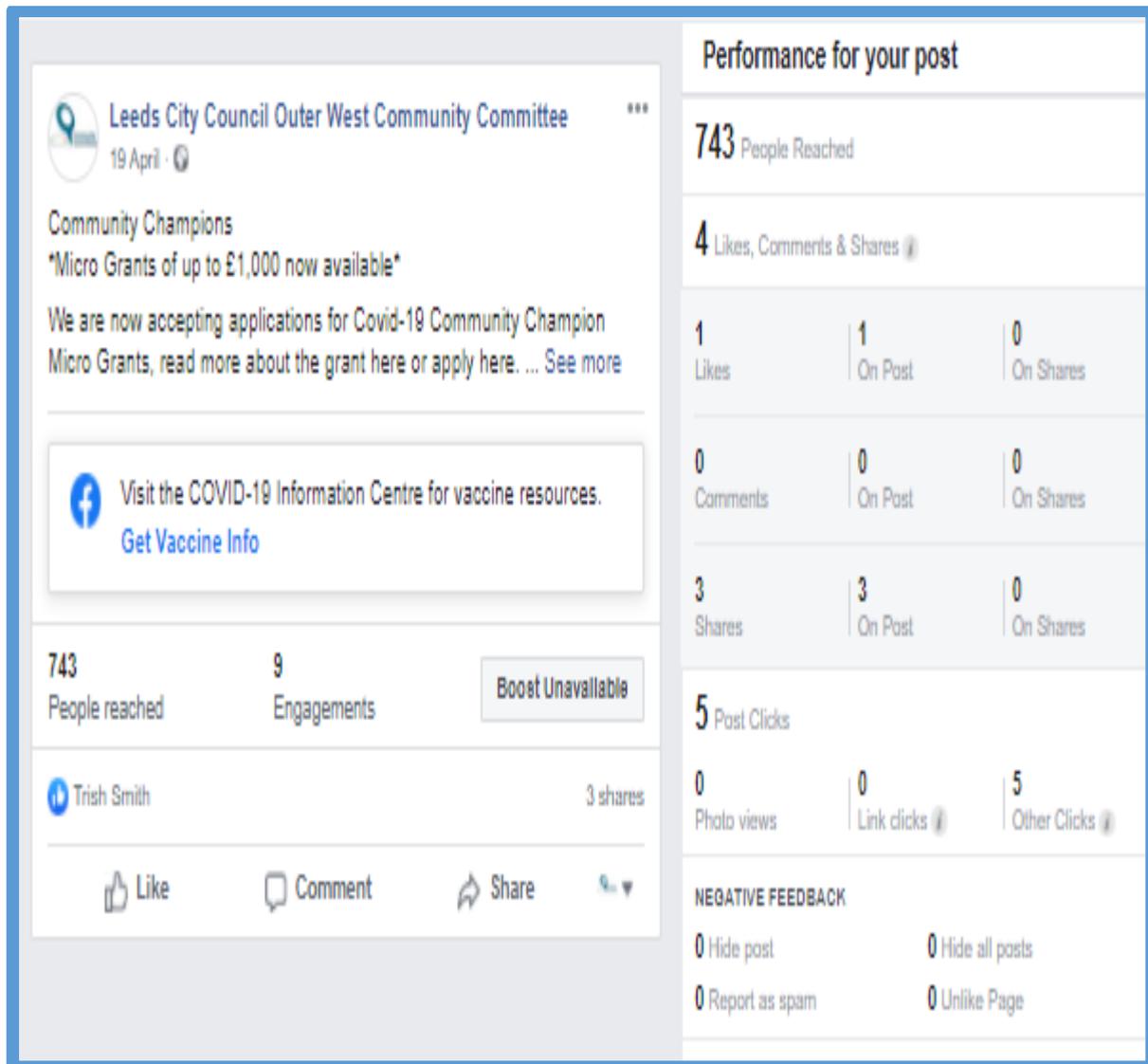


The image shows a screenshot of a Facebook post and its performance analytics. The post is from the "Leeds City Council Outer West Community Committee" and was posted on "14 April". The main image of the post shows a bowling green with a yellow circle overlaid containing the text: "Tyersal Park Bowling Club is currently accepting new members". Below the image is a yellow banner with contact information for Christine Hillas, Club Treasurer, including a phone number (01274 666 658) and an email address (hillas.christine6@googlemail.com). The post has 1,623 people reached and 103 engagements. A "Boost Unavailable" button is visible. The analytics panel on the right shows 1,623 people reached, 33 likes, comments & shares, 70 post clicks, and 3 photo views. It also shows 0 negative feedback actions.

Performance for your post		
1,623 People Reached		
33 Likes, Comments & Shares		
14 Likes	2 On Post	12 On Shares
8 Comments	0 On Post	8 On Shares
11 Shares	4 On Post	7 On Shares
70 Post Clicks		
3 Photo views	0 Link clicks	67 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 Place – Community Champion – Micro Grants (19/04/2021) (TBC)

743 people had this post delivered to them and it had **5** post clicks. A further **4** people liked, commented and shared the post.



The screenshot shows a Facebook post from the 'Leeds City Council Outer West Community Committee' dated 19 April. The post text reads: 'Community Champions *Micro Grants of up to £1,000 now available* We are now accepting applications for Covid-19 Community Champion Micro Grants, read more about the grant here or apply here. ... See more'. Below the text is a link: 'Visit the COVID-19 Information Centre for vaccine resources. Get Vaccine Info'. The post has 743 people reached and 9 engagements. A 'Boost Unavailable' button is visible. A comment from 'Trish Smith' shows 3 shares. The interaction bar includes 'Like', 'Comment', 'Share', and a dropdown menu.

Performance for your post

743 People Reached		
4 Likes, Comments & Shares		
1 Likes	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares
5 Post Clicks		
0 Photo views	0 Link clicks	5 Other Clicks
NEGATIVE FEEDBACK		
0 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	



Themed Focus: Steps to Recovery

For the period March 2021 – May 2021, the Outer West Community Committee Facebook page has published content on the easing of lockdown measures, updates on services looking to resume, and information on local impact / changes.

This has included posts on the following:

- Central Government easing of lockdown measures on 12th April
- NHS campaign on social distancing recommendations
- Opening of local markets
- New business ventures launching locally
- Local election process and engagement
- Waste collection updates / changes

In addition to this focus, the OWCC Facebook page has been updated regularly through a busy period, with posts including and relating to the following:

- LCC Libraries – online activities
- Youth engagement – online consultations
- School places – applicant process
- Kickstart job opportunities
- Employment & Skills – free online courses
- Leeds Youth Service – Easter sport sessions
- Community Champions – Access to micro grants
- Religious events – Easter, Ramadan
- Online learning and wellbeing courses

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.

The table below outlines the total membership numbers for each Outer West ward page:

Outer West Ward	Number of Members
Calverley & Farsley	50
Farnley & Wortley	160
Pudsey	565
Total	775

Since 17th Feb 2021, the pages have maintained a stable membership.

As a committee area of Leeds, Outer West remains **number 1** across the city in terms of collective membership to these Coronavirus help pages.

The committee is asked to note the specific **Coronavirus Facebook Ward Pages** links and are invited to share these links in an attempt to increase traffic further:

- Calverley & Farsley - <https://facebook.com/groups/953541868438931/>
- Farnley & Wortley - <https://facebook.com/groups/197222391700687/>
- Pudsey - <https://facebook.com/groups/144186830248272/>

Pudsey overview:



Top Post: 12th April 2021

Grief and Loss Support – contact details

The post reached 196 people, and had 3 engagements (likes, shares, comments)

Other Popular posts on the Pudsey page:

- Mobile testing unit locations
- NHS coronavirus awareness campaign
- Coronavirus vaccine scam alerts

Farnley & Wortley overview:



Top Post: 24th March 2021

Better Together Project – Farnley & Wortley Walking Challenge.

The post reached 48 people, and had 1 engagement (likes, shares, comments)

Other popular posts on the Farnley & Wortley page:

Armely Helping Hands – Easter celebrations

Leeds Conversation – Online consultation

NHS Vaccination rollout (Leeds)

Calverley & Farsley overview:



Top Post: 15th March 2021

Together Leeds support details

The post reached 15 people

Other Popular post on the Calverley & Farsley Page:

Mobile Testing Unit locations

Easing of Covid restrictions

Twice weekly rapid testing availability

Contact Details:

The Outer West Community Committee Facebook page, along with the three wards based Coronavirus Help pages for the area, continue to be maintained by the Localities Officer and Support Officer for Outer West.

The Outer West Community Committee wants to work with organisations and individuals in the area to promote local initiatives, advice, and good news stories that can benefit the local community.

If you wish to get in touch, please contact:

Mike Stevenson
Localities Officer – Outer West Community Committee
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