



**Outer South Community Committee & COVID-19
Groups**

FACEBOOK highlights

24th February 2021 – 15th July 2021

Outer South Community Committee

Since 6th November 2020 the Outer South Community Committee Facebook page has gained: **18 new page 'likes'** (and currently has) **1,088 followers**.

This means that this is the **fourth** 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 **24th February 2021** the posting regarding: **Outer South Community Committee Meeting**

- has been shared **11 times**
- has reached a total of **1,185 people**

The following below are screenshots of the most popular three posts since the **24th February 2021**. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Outer South Community Committee Youth Consultation

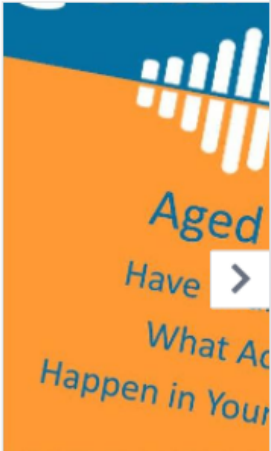

1,185 people had this post delivered to them and it had 25 post clicks, with 29 likes, comments and shares.

 **Leeds City Council Outer South Community Committee** · 23 March · 🌐

Calling Children & Young People - have your say!!


The Outer South Community Committee is inviting young people in Outer South to have their say on how Youth Activity Funding is allocated in the upcoming year!

To be completed by young people aged 8-17years, have your say on what kind of activities are supported in your local area!... [See more](#)



Youth Activities Questionnaire 2020/21
Please take a few minutes to take our survey.

Youth Activities Questionnaire
Please take a few minutes to take our survey.

 **Get more likes, comments and shares**
When you boost this post, you'll show it to more people.

1,185 People reached **54** Engagements [Boost post](#)

Performance for your post

1,185 People Reached

29 Likes, Comments & Shares

18 Likes	1 On Post	17 On Shares
--------------------	---------------------	------------------------

0 Comments	0 On Post	0 On Shares
----------------------	---------------------	-----------------------

11 Shares	10 On Post	1 On Shares
---------------------	----------------------	-----------------------

25 Post Clicks

0 Photo views	12 Link clicks	13 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 – Mobile Testing Deployment

730 people had this post delivered, with 58 post clicks with 16 likes, shares.



Leeds City Council Outer South Community Committee
10 March · 🌐

Please see below the planned Mobile Testing Units deployments up to and including Monday 15th March. Opening times for all sites will be 09:00 – 15:00:

Wednesday 10th March

- Richard Dunn Leisure Centre, Bradford
- Ilkley Lido, Ilkley, Bradford... [See more](#)

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

730 People reached **74** Engagements [Boost post](#)

Leeds Fed 6 shares

Like Comment Share

Performance for your post

730 People Reached

16 Likes, Comments & Shares

4 Likes	1 On Post	3 On Share
1 Comments	0 On Post	1 On Share
11 Shares	6 On Post	5 On Share

58 Post Clicks

0 Photo views	0 Link clicks	58 Other Clic
---------------	---------------	---------------

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 – Demonstrating your COVID-19 Vaccination status when travelling

542 people had this post delivered, with 27 post clicks with 12 likes, comments & shares.

Leeds City Council Outer South Community Committee
11 May · 🌐

Demonstrating your COVID-19 vaccination status when travelling abroad
Department of Health and Social Care, 7 May 2021
<https://www.gov.uk/.../demonstrating-your-covid-19-vaccinatio...>
How to demonstrate your coronavirus (COVID-19) vaccination status to show that you've had the full course of the COVID-19 vaccine and access this status when travelling abroad.
Updated to reflect that if you're aged 13 to 15, you'll need to contact your GP surgery to request access to GP online services before you can use the NHS App.



GOV.UK [About This Website](#)

Demonstrating your COVID-19 vaccination status when travelling abroad

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

542 People reached **39** Engagements [Boost post](#)

Performance for your post

542 People Reached

12 Likes, Comments & Shares

1 Likes	0 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
11 Shares	6 On Post	5 On Shares

27 Post Clicks

0 Photo views	23 Link clicks	4 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



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, **Ardley & Robin Hood** has **170** members, **Morley North** has **216** members, **Morley South** has **64** members and **Rothwell** has members **76**.

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.

- **Ardley & Robin Hood:** <https://facebook.com/groups/3015216201909400/>
- **Morley North:** <https://facebook.com/groups/808971249611489/>
- **Morley South:** <https://facebook.com/groups/1081027385584718/>
- **Rothwell:** <https://facebook.com/groups/208813890355620/>