



Inner South Community Committee Facebook Page and COVID-19 Groups

Appendix 1

Highlights

8th July 2021- 4th August 2021

Inner South Community Committee Facebook Page

Since 8th July 2021 the Inner South Community Committee Facebook page has gained: **5 new page 'likes'** (and currently has) **1,235 likes** (as of 4th August 2021). It has gained **6 new followers** since the last update, making a total of **1,490 followers** in total.

This means that this is the **second** 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.

However, all posts can be read without any further interaction.

The **most popular post** since the 8th July 2021 was the posting regarding *We are pleased to announce we are delivering 21 days of Breeze in the Park this year!* This has:

- been shared 21 times
- reached a total of 2,609 people

The following (below), are screenshots of the three most popular posts since the 8th July 2021.

Alongside it is the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – We are pleased to announce we are delivering 21 days of Breeze in the Park this year!

2,609 people had this post delivered to them and it had 126 post clicks, with 39 likes, comments and shares.



Leeds City Council Inner South Community Committee

20 July · 🌐

We are pleased to announce we are delivering 21 days of Breeze in the Park this year!

Fun, food, thrills and chills for under 19s!

The only slight change is we need you to prebook your ticket online, it is still free but there is a booking fee of £1.50 per group.

The 3 events in Inner South are:

- Saturday, 7 August 2021 - Cross Flatts Park, Beeston, Leeds LS11 7BQ
- Friday, 20 August 2021 - Blenkinsop field, Middleton, Leeds LS10 4LF
- Tuesday, 24 August 2021 - Parkside, 208 Belle Isle Rd, Belle Isle, Leeds LS10 3HF

To book go to <https://my.leadstickethub.co.uk/events?k=BITP>



2nd Place –Rolling with Holbeck Moor: Roller skating sessions on Holbeck Moor with LS-TEN.

607 people had this post delivered, with 9 post clicks with 13 likes, comments and shares.



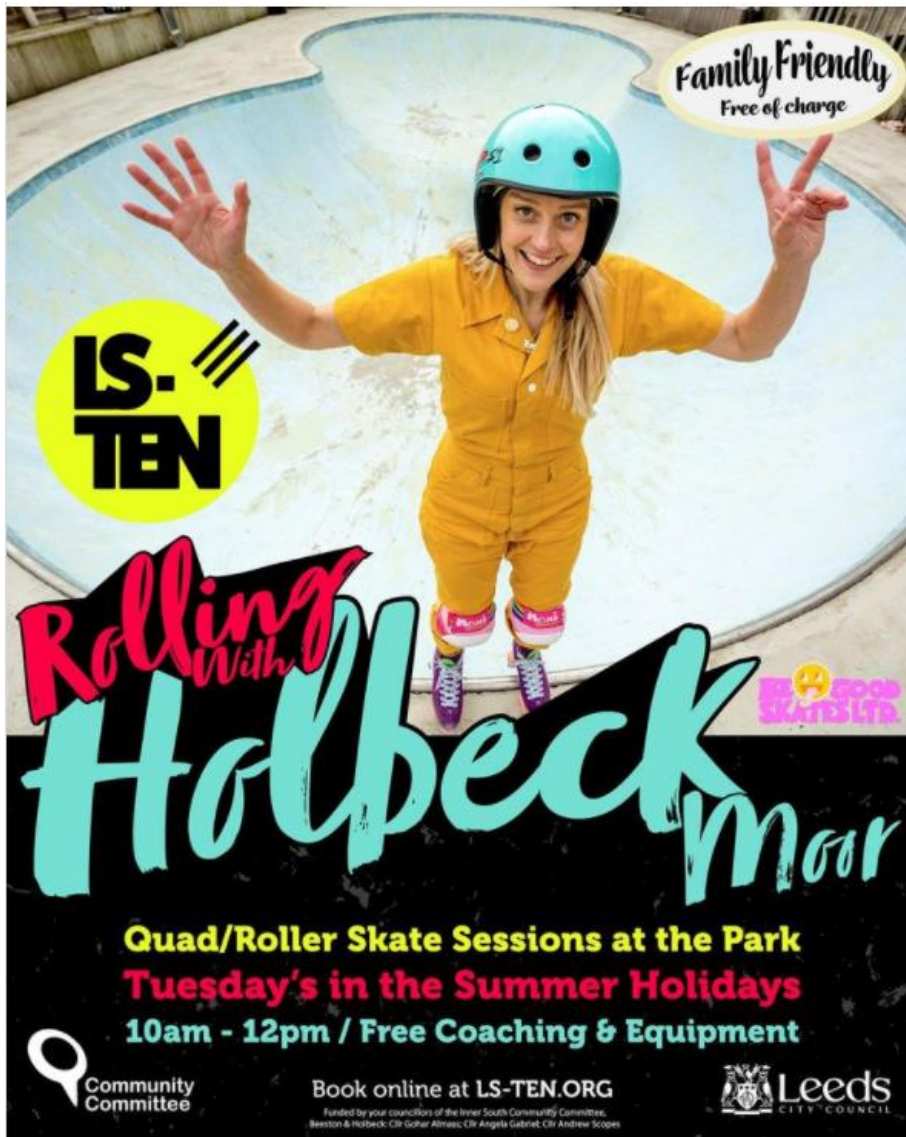
Leeds City Council Inner South Community Committee

22 July · 🌐

Rolling with Holbeck Moor: Roller skating sessions on Holbeck Moor with LS-TEN

For all children and young people living in Beeston and Holbeck ward.

Starting Tuesday 27th July. To book a place please go to: ... [See more](#)



3rd Place – Planned Mobile Testing Units deployments up to and including Sunday 8th August

231 people had this post delivered to them. There were 20 post clicks and 9 reactions, comments and shares



Leeds City Council Inner South Community Committee

2d · 🌐

Below are the planned Mobile Testing Units deployments up to and including Sunday 8th August. Opening times for all sites will be 09:00 – 15:00 unless otherwise stated

Monday 2nd August

- Richard Dunn Leisure centre, Bradford (walk up site)
- St Paul's Road Car Park, Shipley Pool, Shipley, Bradford (walk up site)...

[Continue reading](#)



3rd most popular post



Get more likes, comments and shares

When you boost this post, you'll show it to more people.

231

People reached

29

Engagements

Boost post

COVID-19 Ward Based 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.

To date, **Beeston, Holbeck & Cottingley Hall** has **422** members, **Belle Isle and Middleton** has **91** members and **Hunslet & Riverside** has **117** members

Belle Isle and Middleton Coronavirus Help Group

FACEBOOK highlights

8th July 2021- 4th August 2021

Since 8th July 2021 the Belle Isle and Middleton Coronavirus help group has gained: **6 new page 'members'** (and currently has) **91 page members** (4th August 2021).

The following below, is a screenshot of the top post since the 8th July 2021. Alongside it is the figures for how many people have 'seen' and how many people 'engaged' with the post.

Top post –Middleton Elderly Aid who support the over 60s living in Middleton

22 people have seen this post and it had 1 comment.



Middleton Elderly Aid

30 July at 17:47 · 🌐

All set up and raring to go for our first summer Fayre since lockdown. Please come along and support your local charity, while also grabbing yourself a bargain.
All monies raised go back into Middleton Elderly Aid who support the over 60s living in Middleton.

1 comment Seen by 22

Hunslet & Riverside Coronavirus Help Group

FACEBOOK highlights

8th July 2021- 4th August 2021

Since 8th July 2021 the Hunslet & Riverside Coronavirus help group has gained: **0 new page 'member'** (and currently has) **117 page members** (4th August 2021).

The following below, is a screenshot of the top post since the 8th July 2021. Alongside it is the figures for how many people have 'seen' and how many people 'engaged' with the post.

Top post – Free rapid #COVID19 testing is available to everyone in England

18 people have seen this post and it had 1 like.



Leeds City Council

13 July at 12:01 · 🌐

Free rapid #COVID19 testing is available to everyone in England. If you don't have symptoms, it's a fast and easy way to find out if you have coronavirus.

Regular testing will help us suppress the spread of the virus and return to a more normal way of life. To find out more, visit: <http://orlo.uk/Y3mRS>

👍 1

Seen by 18

**Beeston, Holbeck & Cottingley Hall
Coronavirus Help Group**

FACEBOOK highlights

8th July 2021- 4th August 2021

Since 8th July 2021 the Beeston, Holbeck & Cottingley Hall Coronavirus help group has gained: **0 new page ‘members’** (and currently has) **422 page members** (as of 4th August 2021).

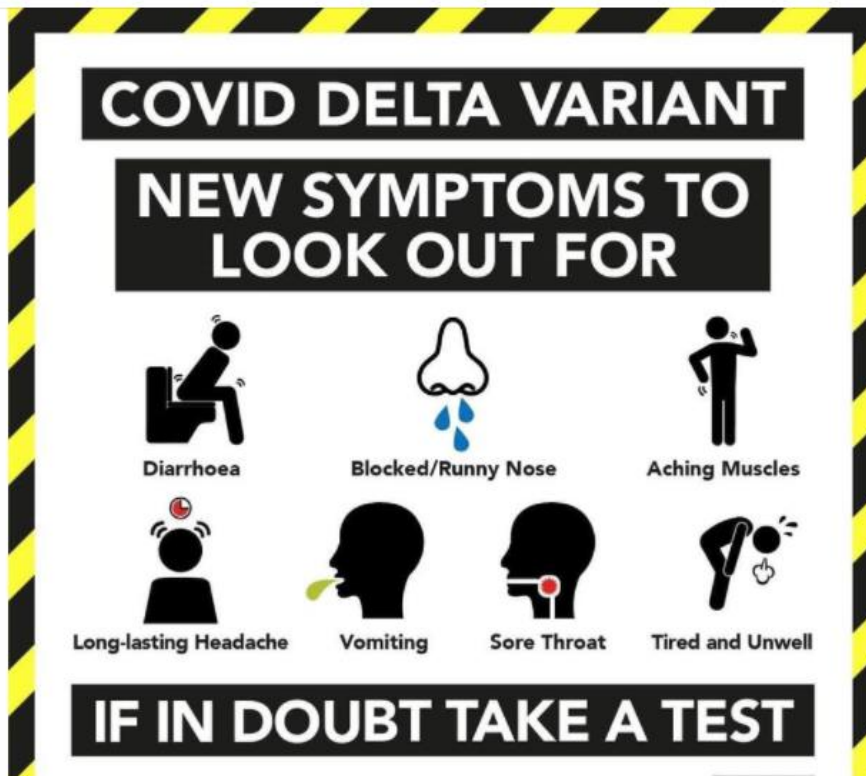
The following below, is a screenshot of the top post since the 8th July 2021. Alongside it is the figures for how many people have ‘seen’ and how many people ‘engaged’ with the post.

Top post – Covid delta variant, new symptoms to look out for.

102 people have seen this post and it had **1** comment.



Gohar Almass shared a post.
15 July at 13:07 · 🌐



Councillor Gohar Almass
15 July at 13:06 · 🌐

[View insights](#)

102 post reach >