



Outer North East Community Committee & COVID-19 Groups

Appendix 1

FACEBOOK highlights

13th September 2021 – 14th October 2021

Outer North East Community Committee

Since 6th July 2021 the Outer North East Community Committee Facebook page has gained: **2 new page 'likes'** (and currently has) **622 followers**.

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 13th September 2021, the posting regarding Jobs at Skelton Lake Service Station:

- has been shared, commented on or liked 9 times
- has reached a total of 2,912 people

The following below are screenshots of the most popular three posts since the 6th July 2021. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – Skelton Lake Service Station

2,912 people had this post delivered to them and it had 51 post clicks, with 9 reactions, comments and shares.

Leeds City Council Outer North East Community Committee ***
22 September

There are lots of exciting new job opportunities available at the new Leeds Skelton Lake service station. They are recruiting for various roles at some of the best known brands in the UK such as Tortilla, Leon, Upper Crust and Burger King.

Please come along to our recruitment event to find out more!
To book a place on one of the sessions, please use the link or QR code on the poster attached.... See more

TORTILLA
Sustainable Sandwiches & More

BURGER KING

LEON
NATURALLY FAST FOOD

UpperCrust

We are hiring!

Come and work at the new Leeds Skelton Lake services (M1 J45) LS15 0BF

Lots of exciting opportunities are available!

To book a place at a recruitment event use the link or QR code below!

7th October 9:30am-2pm
Compton Centre, Harehills Lane, Harehills, LS97BG

<https://www.eventsbrite.co.uk/e/skelton-lake-recruitment-event-compton-centre-leeds-tickets-17414344597>

8th October 9:00am-5pm
The Engine Room, 6th Floor, City Exchange, LS15ES

<https://www.eventsbrite.co.uk/e/skelton-lake-recruitment-event-engine-room-leeds-tickets-17430492967>

Please note: Visitors are asked to complete a lateral flow test before attending and wear a face mask when moving around the building. Please do not attend if you are self-isolating, have symptoms or have tested positive for Covid-19.

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

2,912 People reached 60 Engagements [Boost post](#)

7 shares

Like Comment Share

Performance for your post

2,912 People Reached

9 Likes, Comments & Shares

2 Likes	0 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
7 Shares	7 On Post	0 On Shares

51 Post Clicks

2 Photo views	0 Link clicks	49 Other Clicks
---------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page



2nd Place – Health & Social Care Jobs Fair

2,252 people had this post delivered, with 13 post clicks with 20 reactions, comments & shares.

Leeds City Council Outer North East Community Committee ***
5 October

"We Care Academy, within Leeds City Council, are running a free Health and Social Care Jobs Fair. It is being held at The Event Space, Kirkgate Market, Tuesday 19th October.
Around 30 employers will be attending and will be looking to speak to you about their opportunities across the city.
Please book a time slot through the Eventbrite link below and don't forget to bring your CV with you. ... See more



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

2,252 People reached 33 Engagements [Boost post](#)

15 shares

Like Comment Share

Performance for your post

2,252 People Reached

20 Likes, Comments & Shares

4 Likes 0 On Post 4 On Shares

1 Comments 0 On Post 1 On Shares

15 Shares 15 On Post 0 On Shares

13 Post Clicks

1 Photo views 0 Link clicks 12 Other Clicks

NEGATIVE FEEDBACK

1 Hide post 0 Hide all posts
0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts.

2nd most popular post

3rd Place – Wetherby High School Consultation

1,601 people had this post delivered to them. There were 113 post clicks and 5 reactions, comments and shares

Leeds City Council Outer North East Community Committee ***
24 September · 🌐

*****HAVE YOUR SAY*****
Consultation on a proposal to lower the age range of Wetherby High School from 11-18 years to 11-16 years

We would like to make you aware of a consultation by the Governing Body of Wetherby High School, working in partnership with Leeds City Council, on a proposal to lower the age range of the school from 11-18 years to 11-16 years. This proposal is part of the Council's wider ambition to re-build the school.... [See more](#)

Leeds CITY COUNCIL

LEEDS.GOV.UK
Wetherby High School
Cookies - We use cookies to help improve your experience of using our...

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

1,601 People reached 118 Engagements [Boost post](#)

5 shares

Like Comment Share

Performance for your post

1,601 People Reached

5 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

113 Post Clicks

0 Photo views	15 Link clicks	98 Other Clicks
---------------	----------------	-----------------

NEGATIVE FEEDBACK

1 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 **83** members and **Wetherby** has **60** 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>