



Inner East Community Committee & COVID-19 Groups

FACEBOOK highlights

10th September 2021 – 16th November 2021

Appendix 1

Since 10th September the Inner East Community Committee Facebook page has gained **6 new page likes** putting the total 'likes' at 1,117 and currently has **1,434 followers** (an increase of 30 since the last committee meeting).

This means that this is the **3rd** most popular Community Committee page in the last 28 days.

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 10th September 2021 is the LCC Inner East Community Committee post regarding the weekend road closures on ELOR.

- has been shared 17 times
- has reached a total of 8,486 people

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

1st Place – Job Opportunities at Skelton Lake Services

525 people had this post delivered to them and it had 13 post clicks, with 8 reactions, comments and shares.

Post Details

Leeds City Council Inner East Community Committee
23 September

Job Opportunities at Skelton Lake Services

There are lots of new job opportunities available at the new Leeds Skelton Lake service station!
They will be holding two recruitment events including one at The Compton Centre on the 7th of October 9.30am-2pm where there will be the opportunity to meet employers, have a chat with managers and talk through the roles.... See more

Performance for your post

525 People Reached

8 Likes, Comments & Shares

| | | |
|------------|-----------|-------------|
| 3 Likes | 1 On Post | 2 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 5 Shares | 5 On Post | 0 On Shares |

13 Post Clicks

| | | |
|---------------|---------------|-----------------|
| 1 Photo views | 0 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

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

525 People reached 21 Engagements **Boost post**

5 shares

Like Comment Share



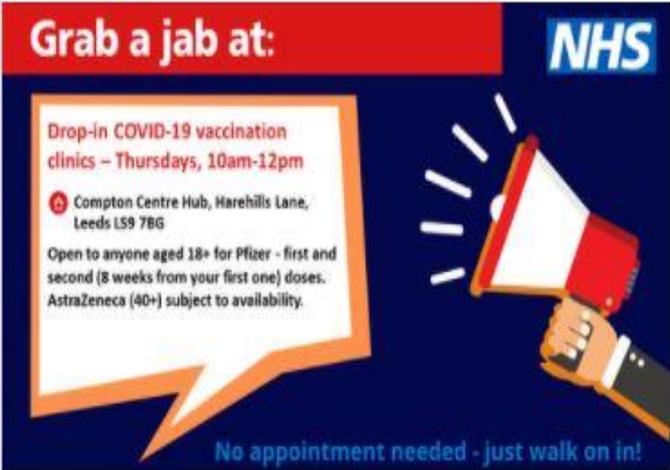
2nd Place – COVID-19 Vaccine Drop In

393 people had this post delivered, with 1 post clicks with 2 reactions, comments & shares.

Post Details

Leeds City Council Inner East Community Committee · 13 October · 🌐

Covid-19 vaccine drop in tomorrow at The Compton Centre. No booking required 🙌🙌🙌



Visit the COVID-19 Information Centre for vaccine resources.
[Get Vaccine Info](#)

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

393 People reached 3 Engagements [Boost post](#)

2 shares

👍 Like 💬 Comment ➦ Share ⋮

Performance for your post

393 People Reached

2 Likes, Comments & Shares 📉

| | | |
|------------|-----------|-------------|
| 0 Likes | 0 On Post | 0 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 2 Shares | 2 On Post | 0 On Shares |

1 Post Clicks

| | | |
|---------------|-----------------|------------------|
| 0 Photo views | 0 Link clicks 📉 | 1 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 most popular post

3rd Place – Halloween and Bonfire Night Activities in Inner East

276 people had this post delivered to them. There were 18 post clicks and 4 reactions, comments and shares.



Post Details

Leeds City Council Inner East Community Committee
20 October · 🌐

🎃 Halloween and Bonfire Night Activities in Inner East! 🎆

Halloween & Bonfire Night Diversionsary Activities

Burnthorpe and Richmond Hill

04/11/21
16:30-18:30 Woodl Mount Youth Club
19:00-21:00 Lincoln Green Youth Club

05/11/21
16:30-19:00 East End Park Detached
19:00-21:00 Richmond Hill Youth Club

We will be delivering a range of diversionary support alongside several fun activities across all our Youth Clubs. Refreshments will also be provided.

Killingbeck and Seacroft

04/11/21
19:00-21:00 Denis Hesley Youth Club

05/11/21
16:00-22:00
Our Youth Work Team will be out delivering a range of detached activities across the area.

We will be delivering a range of diversionary support alongside several fun activities across all our Youth Clubs. Refreshments will also be provided.

Gipton and Harthills

18:30-21:00
11/10/21-04/11/21 05/11/21
Blad Sports Centre

Provision will include a range of issue based support in addition to various games and activities including apple bobbing, cricket, basketball, and football tournaments. Refreshments will be provided throughout each evening.

*Our Youth Work Team will also be out in the community throughout each evening covering all local hotspots.

Leeds City Council, Inner North East Youth Service, Techworth, 9 Harrogate Road, LS7 3NB

- Inner/Cuter North East Lynne.thorpe@leeds.gov.uk / 07891 278660
- Inner East (Gipton and Harthills) Margaret.Hickson@leeds.gov.uk / 07891 271024
- Inner East (Killingbeck and Seacroft, Burnthorpe and Richmond Hill) Sandeep.singh@leeds.gov.uk / 07891 272441

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

276 People reached 22 Engagements [Boost post](#)

📍 1 3 shares

👍 Like 💬 Comment ➦ Share 🗨️

Performance for your post

| | | |
|-----------------------------------|-------------------------|-----------------------|
| 276 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 |
| 18 Post Clicks | | |
| 14 Photo views | 0 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, **Burmantofts & Richmond Hill** has **86** members, **Gipton & Harehills** has **136** members and **Killingbeck & Seacroft** has **146** 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.

Burmantofts & Richmond Hill:

<https://www.facebook.com/groups/207593427013706>

Gipton & Harehills: <https://www.facebook.com/groups/684218675719062>

Killingbeck & Seacroft: <https://www.facebook.com/groups/206345057352165>