



# Inner East Community Committee & COVID-19 Groups

**FACEBOOK** highlights

17<sup>th</sup> November 2021 – 21<sup>st</sup> February 2022

Since 17<sup>th</sup> November the Inner East Community Committee Facebook page has gained **6 new page likes** putting the total 'likes' at 1,117 and currently has **1,445 followers** (an increase of 11 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 17<sup>th</sup> November 2021 is the LCC Inner East Community Committee post regarding Vaccine Offer.

- has reached a total of 2,252 people
- has been shared 3 times

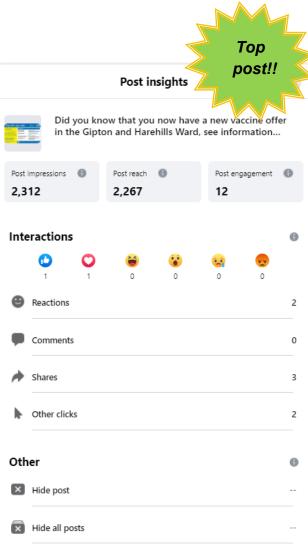
The following below are screenshots of the most popular three posts since the 17<sup>th</sup> November 2021.

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

### 1st Place - Vaccine Offer Gipton and Harehills

**2,267** people had this post delivered to them, with **2** reactions, **0** comments and **3** shares.

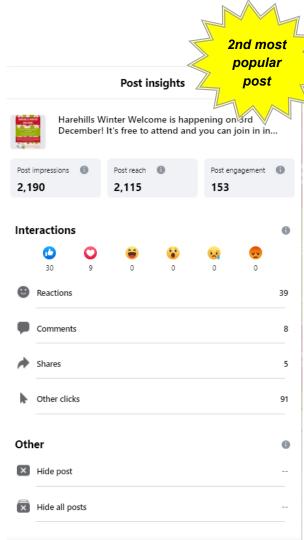




## 2<sup>nd</sup> Place – Winter Wellbeing

2115 people had this post delivered, with 39 reactions, 8 comments & 5 shares.

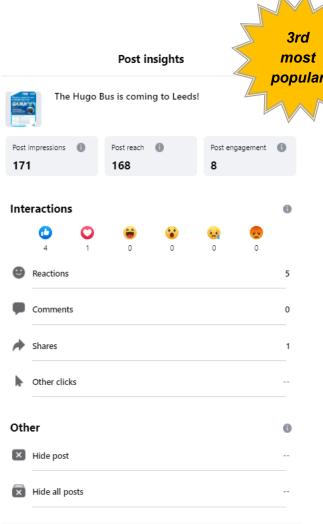




### 3<sup>rd</sup> Place – Hugo Bus

**168** people had this post delivered to them. There **5** reactions, **0** comments and **1** share.





### **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 **87** members, **Gipton & Harehills** has **142** members and **Killingbeck & Seacroft** has **145** 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: <a href="https://www.facebook.com/groups/206345057352165">https://www.facebook.com/groups/206345057352165</a>