



## Inner South Community Committee Facebook Page and COVID-19 Groups

Appendix 1

### Highlights

11<sup>th</sup> April 2022 – 7<sup>th</sup> May 2022

### Inner South Community Committee Facebook Page

The Facebook page for the Inner South Community Committee has continued to provide support, information, and access to multiple services. With regular updates, the number of followers and interactions has been reflected in the interaction of the local community. Since 11<sup>th</sup> April 2022 the Inner South Community Committee Facebook page has gained **22 new followers** since the last update, making a total of **1,581 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 11th April 2022 was the posting regarding *A Job Opportunity at Symington's Limited*, this has:

- Been shared 29 times
- Reached a total of 6,545 people
- Received 12 likes, and 21 comments

The following (below) are screenshots of the three most popular posts since the 11th April 2022. Alongside it is the figures for how many people were 'reached' and how many people 'engaged' with the post.

**1st Place – Job Opportunity at Symington’s Limited**

**6,642** people had this post delivered to them and it had **373** post clicks, with **63** reactions, comments and shares.

 **Leeds City Council Inner South Community Committee**  
Published by James Lcc · 27 May at 22:48 · 

Job opportunities in Beeston Hill!  
<https://symingtons.com/careers/jobs-at-symingtons/>



**Top Post!!**

## 2nd Place – Jobs Fair at St George’s Community Hub

6,182 people had this post delivered, with 55 post clicks with 61 likes, comments and shares.



The image shows a social media post on a teal background. At the top left is a QR code. To its right are the Facebook and Twitter icons, followed by the handle @LCCStGeorges1. In the top right corner, there is a small white box with the text 'EMPLOYMENT AND SKILL'. A yellow starburst graphic on the right side contains the text '2nd most popular post'. The main text of the post is centered and reads: 'Jobs fair', 'St George's Community Hub', 'Thursday 26 May 2022', and '10am - 4pm'. Below this is the address 'St Georges Road, Middleton, Leeds LS10 4UZ'. There are four bullet points, each starting with a yellow arrow icon, listing details about the fair: talking to employers, meeting training providers, job shop staff availability, and contact information. At the bottom left is the 'LEEDS CITY COUNCIL JOBSHOPS' logo, and at the bottom right is the 'Leeds CITY COUNCIL' logo with the city crest.

EMPLOYMENT AND SKILL

    
@LCCStGeorges1

**Jobs fair**  
**St George's Community Hub**  
**Thursday 26 May 2022**  
**10am - 4pm**

St Georges Road, Middleton, Leeds LS10 4UZ

- ☛ Talk to a wide range of employers with vacancies including Leeds City Council, Plusnet, First Bus, Leeds Autism Services & Aspire Community Benefit Society
- ☛ Meet training providers including The Prince's Trust, Leeds City College, Scope & BITMO
- ☛ Job Shop staff will be available on the day to help you with your CV and applications
- ☛ To find out more email [jobshops@leeds.gov.uk](mailto:jobshops@leeds.gov.uk)

**LEEDS CITY COUNCIL JOBSHOPS**

 **Leeds**  
CITY COUNCIL

### 3<sup>rd</sup> Place – The Leeds Local Plan Update

4,382 people had this post delivered to them. There were 58 post clicks and 60 reactions, comments and shares.



Leeds City Council Inner South Community Committee

Published by Carla Berwick Lcc · 31 May at 09:56 · 🌐

**3rd most  
popular  
post**

As part of the Leeds Local Plan Update, we have been considering the concept of Neighbourhoods. This has broadly been endorsed, but to gain more meaningful understanding of what makes up a 20 minute neighbourhood we are undertaking research to ask local communities and representative groups which facilities and services are important to you and what you expect to be able to access within a 10 minute walk/cycle from your home. For example you may feel that access to prim... [See more](#)

