



## Inner West Community Committee

### FACEBOOK highlights

3 March 2023 – 11 June 2023

## Appendix 2

### Inner West Community Committee

Since 3<sup>rd</sup> March 2023 the Inner West Community Committee Facebook page has gained: **47 new followers**, and now has a total of **1,795 followers**.

This means that this is the **2<sup>nd</sup>** 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.

Having said that, all posts can be read without any further interaction!

The most popular post since the 3<sup>rd</sup> March 2023 is the post regarding the Bike Library at Armley Hub which had a reach of 3,783!

The following below are screenshots of the most popular three posts since the 3<sup>rd</sup> March 2023. Alongside this are the figures for how many people were 'reached' and how many people 'engaged' with the post.

## 1st Place – The Bike Library at Armley Hub!

**Bike Library at Armley Hub Post:** 3,783 people had this post delivered to them and it had 0 post clicks, with 69 likes, comments and shares.



The screenshot shows a Facebook post from the 'Leeds City Council Inner West Community Committee'. The post title is 'The Bike Library at Armley Hub!'. The main image is a yellow and white graphic with the following text: 'The Bike Library' in large blue letters with a cyclist icon; 'Borrow bikes and safety equipment for free here at Armley Community Hub' in white text; 'Adult and child bikes available and all equipment is safety checked.' in white text; 'Subject to availability. T+C's apply.' in small white text; 'Give cycling a GO' with a green octagonal sign containing the word 'GO'; and 'Ask a member of staff for details' in white text. The bottom of the graphic features a photo of two people cycling in a park and the Leeds City Council logo.

## 2nd Place – Armley Forum Post

**Armley Forum:** 1,637 people had this post delivered, with 0 post clicks with 18 likes, comments and shares.



The Armley Forum is taking place on TONIGHT at Armley Hub from 7pm! check out the Agenda below 📌



Chair: Councillor Jim McKenna

No.	Agenda Item	Lead(s)
1.	Welcome and apologies	Cllr McKenna
2.	Police Update – Neighbourhood Policing Team	PCSOs Matt Penn and Pete Cade - West Yorkshire Police (WYP)
3.	Housing update – Housing Leeds	Paul Hodges – Housing Team Leader
4.	Leeds Safe Roads Vision Zero (Armley) – Safe and Sustainable Travel	Rosie Revell – LCC Safe and Sustainable Travel
5.	Asset Based Community Development – New Wortley Community Association	Victoria Kortekaas – New Wortley Community Association
6.	AOB: Next Steps and closing remarks	Cllr McKenna
7.	Date and time of next meeting: Tuesday 18 <sup>th</sup> July 2023	All to note

### 3<sup>rd</sup> Place – Armley Forum Post

**Armley Forum Post: 1,264** people had this post delivered to them. There were **0** post clicks and **18** likes, comments and shares.



Leeds City Council Inner West Community Committee

May · 🌐



The Armley Forum is taking place on 16th May at Armley Hub from below 📍



Chair: Councillor Jim McKenna

No.	Agenda Item	Lead(s)
1.	Welcome and apologies	Cllr McKenna
2.	Police Update – Neighbourhood Policing Team	West Yorkshire Police (WYP)
3.	Housing update – Housing Leeds	Paul Hodges – Housing Team Leader
4.	Leeds Safe Roads Vision Zero (Armley) – Safe and Sustainable Travel	Rosie Revell – LCC Safe and Sustainable Travel
5.	Asset Based Community Development – New Wortley Community Association	Victoria Kortekaas – New Wortley Community Association
6.	AOB: Next Steps and closing remarks	Cllr McKenna
7.	Date and time of next meeting: Tuesday 18 <sup>th</sup> July 2023	All to note