



Outer West Community Committee

FACEBOOK highlights

20th February 2019 – 25th June 2019

Appendix 2

Since 20th February 2019 the Outer West Community Committee Facebook page has gained: **8 new page 'likes'** (and currently has) **995 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!!

By far the most popular post since the 20th February was the posting regarding Health and Care careers and recruitment event.

- **has been shared 6 times**
- **has reached a total of 1,064 people**

The following are screenshots of the most popular three posts since the 20th March. Alongside it are the figures for how many people were 'reached' and how many people 'engaged' with the post.

1st Place – 1,064 people had this post delivered to them and it had 14 post clicks, with **12** likes, comments and shares.

Leeds City Council Outer West Community Committee
Published by Karen M Lcc [?] · 7 March · 🌐

Health and Care careers and recruitment event - free and open to all

Leeds Civic Hall, Wednesday 15 May, 2019, 4pm to 8pm

Are you interested in working or volunteering in the health and care sector? Do you want to make a positive difference to people? If you do, Leeds has a role for you!

Come along to find out about roles, apprenticeships, jobs and careers. You can speak to health and care professionals from a range of employers across the city and discover what it's like to work in the health and care sector.

Don't miss this great chance to find out more about the many opportunities open to you in the city. Roles in a range of settings - in the community and people's homes, in hospitals and GP surgeries, and working with both adults and children.

Supporting the many different services provided for the people of Leeds to improve their health and wellbeing. For more information visit <https://leedshealthcarejobs.eventbrite.co.uk>

Performance for your post

1,064 People Reached		
12 Likes, Comments & Shares		
4 Likes	3 On Post	1 On Shares
2 Comments	2 On Post	0 On Shares
6 Shares	6 On Post	0 On Shares
14 Post Clicks		
6 Photo views	0 Link clicks	8 Other Clicks
NEGATIVE FEEDBACK		
0 Hide post	1 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		

Top post!!

2nd Place – 380 people had this post delivered, with 14 post clicks. There was also **1** post likes and shares.


Leeds City Council Outer West Community Committee
 Published by Karen M Lcc [?] · 15 April ·

Leeds City Council are looking for an experienced and enthusiastic outreach worker to join the Gypsy, Roma, Traveller (GRT) Outreach and Inclusion Team.

The job role is to provide direct work, support and guidance to GRT families with children aged 0-5 years in order to improve outcomes for children and young people living within these communities.

Job Opportunity

Directorate	Children and Families Services
Service Area	Learning for Life
Job Title	Gypsy Roma Traveller Outreach Worker
Salary details	C1 - £21,589 - £23,836 (pro rata)
Contact Type	Temporary for 12 months

Leeds is a compassionate city where culture and diversity is both important and celebrated, we want Leeds to be a Child Friendly City.

We are looking for an experienced and enthusiastic outreach worker to join the Gypsy, Roma, Traveller (GRT) Outreach and Inclusion Team. The job role is to provide direct work, support and guidance to GRT families with children aged 0-5 years in order to improve outcomes for children and young people living within these communities.

The successful candidate will be highly skilled in engaging children and young people and their families around early help approaches, be able to demonstrate a positive approach to partnership working and have both the ability and confidence to provide high support and high challenge to other services and organisations working with GRT communities in Leeds.

The ideal candidate will be able to work as part of a team and be confident and passionate around inclusion and early years. Knowledge and understanding of the issues faced by Gypsy, Roma and Traveller families is an essential requirement of the post. Applications from candidates identifying as Gypsy, Roma or Traveller and/or that are able to speak a Central or Eastern European language would be particularly welcome.

**For an informal discussion, contact Georgina Bright on (0113) 39 52855
Mob: 07891 273116 or email: georgina.bright@leeds.gov.uk**

Performance for your post

380 People Reached

1 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

14 Post Clicks

9 Photo views	0 Link clicks	5 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post

0 Report as spam

Reported stats may be delayed from what appears on posts



3rd Place – 360 people had this post delivered to them. There were **65** post clicks, with **12** likes, comments and shares.


Leeds City Council Outer West Community Committee
 Published by Karen M Lcc [?] · 24 April ·



Performance for your post

360 People Reached

12 Reactions, comments & shares

3 Like	3 On post	0 On shares
1 Wow	1 On post	0 On shares
0 Comments	0 On Post	0 On Shares
8 Shares	4 On Post	4 On Shares

65 Post Clicks

7 Photo views	9 Link clicks	49 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post

0 Report as spam

0 Hide all posts

0 Unlike Page

Reported stats may be delayed from what appears on posts