

Communications Team Report

BoD meeting, 2016 December 11

Submitted by Kasey Castleberry, Communications Team (CT) Coordinator.

Team: Kasey Castleberry (KC), Geraldine Barker (GB), Laura Burton (LB), Gretchen Norris (GN).

Newsletter

(GB) Newsletter sent out to 35 Active members, 105 friends and previous visitors, and 10 to new visitors. 0 unsubscribed in November.

Newspapers

(GN) Nada [to report]... same old stuff, different day...

Twitter

(KC) 234 Tweets, 305 Following, 214 Followers, and 2 Likes. Increases since last report: 12 Tweets, 0 Following, 4 Followers, and 0 Likes.

YouTube

(KC) New videos added in the past 30 days, including 2 new instrumental versions of songs from our hymnal: "God of Grace and God of Glory" and "O Come, O Come, Emmanuel".

Pintrest

(KC) No additions in the past 30 days.

Facebook

(LB) [report unavailable]

(KC) For the last 28 days (NOV 12 through DEC 09), we have had 8 page views (down 1 from last period) and 2 page likes (125 total). Our reach has risen: 417 from 229. Post engagements were 443, up from 290.

For the last week week, we still are outperforming (in terms of posting) Pleasant Grove Baptist Church and Cherry Log Christian Church, and we have tied The Orchard Church. The latter two still have more page likes than we do, however.

Website

(KC) The website's views count for NOV was 470, the lowest recorded count since the new UUA-Theme WordPress website went online. DEC is starting out at 150 views, well ahead of the curve, but that is likely due to research on the Bylaws.

The top page visits for the past 30 days: Home (158 last month 144), Upcoming Worship Services (36 last month 28), Home page/Archives (33 last month 47), Our Governance (16), Past Worship Services (15), Our Leadership (14), and Worship (13). The Photo pages (OCT & NOV) had only 9 views each.

We had three queries via Forms, which accounts for the Worship page increases. The Governance and possibly Leadership increase is likely due to the proposed amendment coming before the congregation on DEC 11.