**Communications Team Report**

**BoD meeting, 2017 January 08**

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

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

**Newsletter**

(GB) [report unavailable]

**Newspapers**

(GN) Nada on this end...no news is good news…

**Twitter**

(KC) 240 Tweets, 305 Following, 215 Followers, and 2 Likes. Increases since last report: 6 Tweets, 0 Following, 1 Followers, and 0 Likes.

**YouTube**

(KC) Four new videos added in the past 30 days and one new playlist.

**Pintrest**

(KC) No additions in the past 30 days.

**Facebook**

(LB) [report unavailable]

(KC) For the last 28 days (DEC 09 through JAN 05), we have had 23 page views (up 15 from last period) and 2 page likes (125 total unchanged, lost 2). Our reach has dropped: 417 from 417. Post engagements were 257, down from 443.

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 lagged behind 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 (118 last month 158), Upcoming Worship Services (23 last month 36), Home page/Archives (22 last month 33), 2016 November Photos (18 last month 9), Update on the Property (13).

As of 2017 January 04, we have had 146 subscribers to the website. Only 8 are legitimate. The remainder were malicious attempts to post spam comments. All spammers have been deleted and no spam has ever made it into public comments.