

Communications Team Report

BoD meeting, 2017 February 12

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) [report unavailable]

Twitter

(KC) 250 Tweets, 304 Following, 225 Followers, and 2 Likes. Increases since last report: 10 Tweets, -1 Following, 10 Followers, and 0 Likes.

YouTube

(KC) Our YouTube channel has several songs available to allow service leaders and presenters to listen to music and help them in their selections.

Pintrest

(KC) No additions in the past 30 days.

Facebook

(LB) [report unavailable]

(KC) For the last 28 days (JAN 15 through FEB 11), we have had 23 page views (unchanged from last period) and 0 page likes (125 total unchanged). Our reach has dropped: 88 from 417. Post engagements were 33, down from 257.

For the last week, we still are outperforming (in terms of posting) Pleasant Grove Baptist Church and Cherry Log Christian Church, and we have done considerably worse than The Orchard Church.

Website

(KC) The website's view count for JAN was 444, slightly higher than DEC's count of 442. Interest has fallen steadily since the high of 770 in 2016 JUN.

The top page visits for the past 30 days: Home (148, last month 118), Upcoming Worship Services (29, last month 23), Home page/Archives (29, last month 22), 2016 December Photos (19), Our Leadership (17, last month 5), Are You UU? (11, last month 9).

As of 2017 January 22, we had 171 subscribers to the website. Only 8 are legitimate. Since we have only ever had four comments, one per month in the first four months, I have removed the subscription offer from the website. Legitimate contacts can still (and have) reached us using the various available forms on the website.

Some interesting points on Yelp. We had two users view us there in January, and there is an average of one view each month.