

Communications Team Report

BoD meeting, 2017 March 19

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) Nothing to report.

Twitter

(KC) Totals: 258 Tweets (8 tweets this period), 304 Following (unchanged), 235 Followers (10 new followers), and 2 Likes (unchanged).

YouTube

(KC) Nothing new this month.

Pintrest

(KC) Nothing new this month.

Facebook

(LB) [report unavailable]

(KC) For the last 28 days (FEB 17 through MAR 16), we have had 20 page views (-2 from last period) and 0 page likes (125 total unchanged). Our reach has dropped: 82 from 88 (much lower than in JAN). Post engagements were 82, up from 33 but down from 257 in the previous period.

For the last week, we still are performing pathetically online compared to The Orchard Church.

Website

(KC) The website's view count for FEB was 467. The count is slightly higher than the previous two months, but we seem to have topped out below five hundred as a normal count.

The top page visits for the past 30 days: Home (132, last month 148), Home page/Archives (30, last month 29), Upcoming Worship Services (22, last month 29), and Visiting Us (12).

Kasey has been very busy and has not posted many photos lately, but both the website and the archives on ML2 are updated on a regular basis.