

## **Communications Team Report**

### **BoD meeting, 2017 April 09**

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

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

The purpose of the Communications Team (CT) is to seek out an audience which is receptive to our Unitarian Universalist Principals, to keep them and our current congregation informed about and interested in Mountain Light's activities, and to promote the congregation's goals on public forums.

We recognize the importance of communication, and we pledge to use all available media outlets having practical utility to inform and engage current and potential congregants. We will coordinate our postings, welcome feedback, and encourage participation in both the communication process and in all church activities.

The Communications Team is made up of, though not limited to, the webmaster, the newsletter editor, the social media managers, and the newspaper publicist. The CT Coordinator will act as a helper who seeks out information that the Team needs, ensures that all communicators share information with each other, and assists with communication tasks when needed.

#### **Newsletter**

(GB) [report unavailable]

#### **Newspapers**

Gretchen Norris has asked to be replaced for personal reasons. Gayle and Bruce Wood are covering until a replacement is appointed.

#### **Twitter**

(KC) Totals: 261 Tweets (3 new this period), 330 Following (26 new), 243 Followers (8 new), and 2 Likes (unchanged).

#### **YouTube**

(KC) New videos added for services, in "Popular Instrumentals" playlist.

#### **Other Social Media**

(KC) Nothing new this month on Goggle+ or Pinterest.

#### **Facebook**

(LB) [report unavailable]

(KC) For the last 28 days (MAR 11 through APR 07), we have had 15 page views (-5 from last period) and 1 page likes (125 total unchanged). Our reach is unchanged: 82 to 82. Post engagements were 104, up from 82.

#### **Website**

(KC) The website is running about the new average of slightly over 400 page views each month. The top page visits for the past 30 days: Home (117, last month 132), Home page/Archives (44, last month 30), Upcoming Worship Services (25, last month 22), Directory (19), and Past Worship Services (12).