

## **Communications Team Report**

### **BoD meeting, 2017 May 15 (Monday)**

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**

Gretchen Norris has not been replaced.

#### **Twitter**

(KC) Totals: 265 Tweets (4 new this period), 330 Following (unchanged), 254 Followers (11 new), and 2 Likes (unchanged).

#### **YouTube**

(KC) Our YouTube channel could be an excellent resource for Service Leaders in finding music.

#### **Other Social Media**

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

#### **Facebook**

(LB) [report unavailable]

(KC) For the last 28 days (APR 17 through MAY 14), we have had 17 page views (+2 from last period) and 3 page likes (130 total unchanged). Our reach is up 66: fro, 82 to 148. Post engagements were 162, up from 104.

#### **Website**

(KC) The website is running about the new average of slightly over 400 page views each (KC) The website had an increase in visits for April, 533. That was reflected in increase visitors to the congregation, as well.

The top page visits for the past 30 days: Home (136, last month 117), Home page/Archives (29, last month 44), Upcoming Worship Services (24, last month 25), Our Beliefs (13), About Us (13), Are You UU? (12), An LGBTQ Welcoming Congregation (12), and Past Worship Services (11, last month 12).