

## **Communications Team Report**

### **BoD meeting, 2017 December 17 (Sunday)**

Submitted by Kasey Castleberry, Communications Team (CT) Coordinator.  
Team: Kasey Castleberry (KC), Geraldine Barker (GB), Laura Burton (LB).

#### **Newsletter**

(GB) As of December 13 Newsletters are being sent to: Active Members 38, Friends & Visitors 127, Total 165.

#### **Twitter**

(KC) Totals: 352 Tweets (15 new this period), 331 Following (1 new), 278 Followers (unchanged), and 2 Likes (unchanged).

#### **YouTube**

(KC) Nothing to report.

#### **Facebook**

(LB) [No report]

(KC) For the last 28 days (NOV 16 to DEC 13), we have had 89 page views (94 last period) and 3 page likes (145 total). We gained 3 followers and lost 1 (141 total). Our reach was 513 (456 last period). Post engagements were 322 (160 last period).

#### **Website**

(KC) The website had 616 page views in November, down from 697 views in October. It ranks 6th best of the last 20 months. Last November had 470 page views.

The top page visits for the past 30 days: Home (151, last month 195), Home page/Archives (25, last month 81), Site Map (24), Directory (23), Tom Norris Passes (22).