

Communications Team Report

BoD meeting, 2018 January 14 (Sunday)

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

Newsletter

(GB) [no report]

Twitter

(KC) Totals: 359 Tweets (7 new this period), 331 Following (unchanged), 284 Followers (6 new), and 2 Likes (unchanged).

YouTube

(KC) Nothing to report.

Facebook

(LB) [No report]

(KC) For the last 28 days (DEC 16 to JAN 12), we have had 93 page views (89 last period) and 4 page likes (151 total). We gained 4 follower (148 total). Our reach was 238 (513 last period). Post engagements were 233 (322 last period).

Website

(KC) The website had 547 page views in December, down from 616 views in November. Interestingly, the last few weeks have been very busy. Even with half the month yet to go, January already has 563 page views, 16 more than all of last month. This appears to be in part due to new visitors seeking information, as is confirmed with the last two page counts below.

The top page visits for the past 30 days: Home (254, last month 151), Upcoming Services (57), Home page/Archives (41, last month 25), Movies (26), Visiting Us (23), Location (22).

The website also had a face lift, of sorts. The slide carousel which has been featuring the occasional announcement has been converted mostly to that function.