

Communications Team Report

BoD meeting, 2018 April 15 (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: 391 Tweets (13 new), 342 Following (unchanged), 297 Followers (+4), and 2 Likes (unchanged).

YouTube

(KC) Nothing to report.

Facebook

(LB) [No report]

(KC) For the last 28 days (MAR 15 - APR 11), we have had 116 page Views (88 last period) and 7 page Likes (171 total). We gained 8 Followers (170 total). Our Reach was 644 (94 last period). Post Engagements were 332 (57 last period).

Note that the numbers will not add up with last month's report due to the 28-day limitation of Facebook reporting. Also, Kasey boosted the March 25 Event (\$20) which appears to have been a large part of the increase.

Website

(KC) The website had 1276 views in March. The best showing ever. We had 525 views in 2018 February and 1187 page views in 2018 January. Clearly it pays to have a "special" speaker scheduled during a month.

The top page visits for the past 30 days (2018.03.14 to 2018.04.13): Home (432, last month 204), Pastor John Pavlovitz (91, last month 25), Location (47, last month 17), Upcoming Services (43, last month 25).

Our top referrer was Facebook (171), followed by Search Engines (130), and Twitter (25). The dramatic increase in Facebook is due to links with other pages in reference to the Pavolovitz event.