

## **Communications Team Report**

### **BoD meeting, 2018 May 14 (Monday)**

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: 404 Tweets (13 new), 342 Following (unchanged), 301 Followers (+4), and 2 Likes (unchanged).

#### **YouTube**

(KC) Nothing to report.

#### **Facebook**

(LB) [No report]

(KC) For the last 28 days (APR 14-MAY 11), we have had 52 page Views (116 last period) and 4 page Likes (173 total). We gained 4 Followers (172 total). Our Reach was 353 (644 last period). Post Engagements were 260 (332 last period).

Note that the numbers will not add up with last month's report due to the 28-day limitation of Facebook reporting and lost follows/likes. Numbers are down likely to no special events and no boosting of posts.

#### **Website**

(KC) The website had 506 views in April, significantly less than the 1276 views in March (our best). We had 525 views in 2018 February and 1187 page views in 2018 January. This seems to support the correlation between heavy traffic and having a "special" speaker scheduled during a month.

The top page visits for the past 30 days (2018.04.11 to 2018.05.11): Home (160, last month 432), Home page/Archives (36), Upcoming Services (24, last month 43), Our Beliefs (21), and Spiritual Arts Center (20).

Our top referrer was Search Engines (135), followed by Facebook (46), and Twitter (5). The dramatic decrease on Facebook is due to no links with other pages in reference to special events.