

Communications Team Report

BoD meeting, 2018 June 24 (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: 419 Tweets (15 new), 342 Following (unchanged), 309 Followers (+8), and 2 Likes (unchanged).

YouTube

(KC) New UU Videos have been added to that playlist on our YouTube channel.

Facebook

(LB) [No report]

(KC) For the last 28 days (MAY 27-JUN 23), we have had 102 page Views (52 last period) and 6 page Likes (179 total). We gained 5 Followers (177 total). Our Reach was 142 (353 last period). Post Engagements were 137 (260 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. Strangely, Page View doubled.

Website

(KC) The website had 780 views in May, up from 506 in April. June only has 662 views, as of this morning, and it is unlikely to match May's numbers.

The top page visits for the past 30 days (2018.05.25 - 2018.06.24): Home (239, last month 160), Home page/Archives (48, last month 36), Upcoming Services (31, last month 24), Location (21), Our Beliefs (21, last month 21), About Us (20), and Directory (20).

Our top referrer was Search Engines (174), followed by Facebook (37), and Twitter (7). Search engine referrals increased significantly whilst Facebook fell slightly. Twitter remains insignificant.