

## **Communications Team Report**

### **BoD meeting, 2018 November 11 (Sunday)**

Submitted on 2012.11.10 by Kasey Castleberry (KC), Communications Team (CT) Coordinator.

#### **Website**

(KC) The website had 635 views in October, down from 838 views in September. 2017 October had 697 views. 2016 October had 586.

The top page visits for the past 30 days (2018.10.11 - 2018.11.10): Home (189, last month 180), Home page/Archives (42, last month 30), Upcoming Services (37, last month 27), Directory (31, last month 41), Location (25), and Our Beliefs (21).

Our top referrer was Search Engines (153, last 31).

#### **Google My Business**

(KC) As of 2018.11.10T17:01, there were 1480 total searches for the month (1632 last month). 918 were direct (1090 last), found by searching for our name, 487 discovered us by keywords (542 last), and 75 found us by branding (likely Unitarian Universalist).

The top keywords (queries) were unitarian universalist church (33, last 17), uu (32, last 40), Unitarian (26, last 26), and unitarian church near me (13).

There were 44 actions taken on our listing (54 last). 28 visited the website (33 last). 15 requested directions (20 last). There was one phone call.

The Google photo panel had 1.07K views (1.39K last), compared to 450 for similar businesses (756 last).

#### **Facebook**

(KC) For the last 28 days (OCT 12 - NOV 08), we have had 101 page Views (52 last period) and 5 page Likes (194 total). We gained 6 Followers (192 total). Our Reach was 111 (400 last period). Post Engagements were 195 (178 last period). Note that we apparently lost some followers, as well, since our total only increased by 2.

#### **Twitter**

(KC) Totals (2018.11.10): 450 Tweets (4 new), 341 Following (+0), 322 Followers (+1), and 2 Likes (unchanged).

#### **Other Social Media**

(KC) Nothing new.