

## **Communications Team Report**

### **BoD meeting, 2019 January 13 (Sunday)**

Submitted on 2019.01.07 by Kasey Castleberry (KC), Communications Team (CT) Coordinator.

#### **Website**

(KC) The website had 785 views in December, down from 822 views in November. 2017 December had 547 views. 2016 December had 442.

The top page visits for the past 30 days (2018.12.08 – 2019.01.07): Home (232, last 213), Home page/Archives (36, last 42), Upcoming Services (47, last 42), Directory (29, last 40), Location (23, last 24), Past Worship Services (22), and Movies @ MLUUC (20).

Our top referrers were Search Engines (166, last 137) and Facebook (40, last 34).

#### **Google My Business**

(KC) As of 2019.01.07T19:38, there were 1058 total searches for the month (924 last month). 459 were direct (427 last), found by searching for our name, 534 discovered us by keywords (395 last), and 65 found us by branding (102 last).

The top keywords (queries) were uu (16, last 32), Unitarian (22, last 26), and unitarian church (25).

There were 59 actions taken on our listing (44 last). 47 visited the website (36 last). 12 requested directions (7 last). There were no phone calls (1 last). No messages (0 last).

The Google photo panel had 1.47K views (980 last).

#### **Facebook**

(KC) For the last 28 days (DEC 10 - JAN 06), we have had 97 page Views (74 last period) and 8 page Likes (205 total). We gained 8 Followers (203 total). Our Reach was 263 (157 last period). Post Engagements were 210 (202 last period).

#### **Twitter**

(KC) Totals (2019.01.07): 469 Tweets (12 new), 341 Following (+0), 323 Followers (+0), and 2 Likes (unchanged).

#### **Other Social Media**

(KC) Nothing new this month.