

Communications Team Report 2019 JUN

Submitted on 2019.06.05 by Kasey Castleberry (KC), Communications Team (CT) Coordinator.

Website

(KC) The website had 814 views (263 visitors) in May, 818 views (236 visitors) in April. 2018 May had 780 views (234 visitors). 2017 May had 442 views (141 visitors).

The top page visits for the past 30 days (ending 2019.06.05): Home (272, last 243), Home page/Archives (46, last 33), Upcoming Services (34, last 42), Are You UU? (24), Visiting US (22), Presentation Archives (20, last 24).

Our top referrers were Search Engines (166, last 139) and Facebook (88, last 30).

Google My Business

(KC) As of 2019.06.05T20:07, there were 1229 total searches for the month (1152 last month). 554 were direct (441 last), found by searching for our name, 470 discovered us by keywords (466 last), and 205 found us by branding (245 last). The percentage of Branded inquiries dropped for the first time.

The top keywords (queries) were: uu (48, last 52), unitarian universalist church (41, last 21), unitarian universalist (35, last 19), unitarian church (29, last 21), Unitarian (22, last 18).

There were 65 actions taken on our listing (51 last). 49 visited the website (31 last). 16 requested directions (13 last). There were 0 phone calls (7 last), no messages (0 last).

The Google photo panel had 2.28K views (1.61K last).

Facebook

(KC) For the last 28 days (MAY 08 - JUN 04), we have had 149 page Views (161 last period) and 2 page Likes (214 total). We gained 2 Followers (228 total). Post Reach was 132 (350 last period). Post Engagements were 129 (284 last period).

Twitter

(KC) Totals (2019.06.05): 498 Tweets (+7 new), 339 Following (unchanged), 330 Followers (-3), and 2 Likes (unchanged)

Other Social Media

(KC) Nothing new to report.