**Communications Team Report 2019 NOV**

Submitted on 2019.11.04 by Kasey Castleberry (KC), Communications Team (CT) Coordinator.

**Website**

(KC) The website had 816 views (257 visitors) in October compared to920 views (229 visitors) in September. 2018 October had 635 views (203 visitors). 2017 October had 697 views (193 visitors)

The top page visits for the past 30 days (ending 2019.11.04): Home (238, last 280), Home page/Archives (37, last 48), Upcoming Services (36, last 37), Calendar (32, last 43), Church Growth for the 21st Century (22), Directory (20, last 25).

Our top referrers for the past 30 days (ending 2019.11.04): Search Engines (128, last 141) and Facebook (62, last 38).

### Google My Business

(KC) As of 2019.11.04T19:46, there were 2067 total searches for the month (1215 last month). 465 were direct (475 last), found by searching for our name, 1313 discovered us by keywords (507 last), and 289 found us by branding (233 last).

The top keywords (queries) were: uu (80, last 60), unitarian church (37, last 21), unitarian universalist (31, last 15), Unitarian (26, last 26), unitarian universalist church (21, last 29).

There were 70 actions taken on our listing (67 last). 49 visited the website (47 last). 21 requested directions (18 last). There were 0 phone calls (1 last), 0 message (1 last).

The Google photo panel had 1.68K views (1.49K last).

**Facebook**

(KC) For the last 28 days (OCT 07 - NOV 03), we have had 104 page Views (93 last period) and 1 page Like (235 total). We gained 1 Follower (251 total). Post Reach was 167 (228 last period). Post Engagements were 245 (157 last period).

**Twitter**

(KC) Totals (2019.11.04): 532 Tweets (+9 new), 337 Following (unchanged), 338 Followers (+1), and 2 Likes (unchanged).

**Other Social Media**

(KC) More photos and more albums have been uploaded to our Flickr account.