

Communications Team Report BoD meeting, 2017 July 16 (Sunday)

Submitted by Kasey Castleberry, Communications Team (CT) Coordinator.
Team: Kasey Castleberry (KC), Geraldine Barker (GB), Laura Burton (LB).

Newsletter

(GB) [report unavailable]

(KC) I sent movie information twice, through two different accounts. Geraldine says that she got neither. If there is something important to go into the newsletter, you may need to ask for a confirmation receipt or call her.

Newspaper Correspondents

Gayle and Bruce Wood have been sending Sunday Services notices to The Times Courier and The Pickens Progress. Adrienne Corticelli is helping out as Publicity Lead.

Twitter

(KC) Totals: 289 Tweets (15 new this period), 330 Following (unchanged), 265 Followers (6 new), and 2 Likes (unchanged).

YouTube

(KC) Still underused. I will need to figure out how to make this a more viable resource.

Other Social Media

(KC) Still nothing new this month on Goggle+ or Pinterest.

Facebook

(LB) Laura would like for more members to post comments on our Facebook page.

(KC) For the last 28 days (JUN 17 through JUL 14), we have had 22 page views (41 last period) and 3 page likes (136 total). We gained 4 followers (130 total). Our reach was 248, down from 689. Post engagements were 243, down from 366.

Overall, last month's tremendous increase in Facebook activity has been lost. We are still out performing Cherry Log CC and Pleasant Grove BC; however, The Orchard Church is putting us all to shame.

Website

(KC) The website had 552 views in June. It is the best month since 2016 October, which had 586. Our best month was 2016 June with 770 views.

The top page visits for the past 30 days: Home (141, last month 128), Home page/Archives (33, last month 29), Upcoming Worship Services (24, last month 24), Directory (16, last month 19), Building Planning (14), About Us (10), and An LGBTQ Welcoming Congregation (10).