**Communications Team Report 2019 OCT**

Submitted on 2019.10.06 by Kasey Castleberry (KC), Communications Team (CT) Coordinator.

**Newsletter**

(Geraldine Barker) MLUUC Newsletter is being sent out weekly to 190 recipients. Active Members 56. My list has several members for whom I have no email address. Some of these are families that use only one email address. Friends and Visitors 134. Some of this number are not actually getting the newsletter. Their addresses have bounced repeatedly. We have had more visitors than 134, but many have not given email addresses.

**Website**

(KC) The website had 920 views (229 visitors) in September and 1119 views (347 visitors) in August. 2018 September had 838 views (241 visitors). 2017 September had 563 views (190 visitors).

The top page visits for the past 30 days (ending 2019.10.06): Home (280, last 319), Home page/Archives (48, last 43), Calendar (43, last 57), Upcoming Services (37, last 45), Directory (25, last 42).

Our top referrers for the past 30 days (ending 2019.10.06): Search Engines (141, last 182) and Facebook (38, last 50).

### Google My Business

(KC) As of 2019.10.06T21:56, there were 1215 total searches for the month (1229 last month). 475 were direct (464 last), found by searching for our name, 507 discovered us by keywords (572 last), and 233 found us by branding (193 last).

The top keywords (queries) were : uu (60, last 60), unitarian universalist church (29, last 25), Unitarian (26, last 18), unitarian church (21, last 29), unitarian universalist (15, last 25).

There were 67 actions taken on our listing (133 last). 47 visited the website (59 last). 18 requested directions (73 last). There were 1 phone calls (1 last), 1 message (0 last).

The Google photo panel had 1.49K views (1.76K last).

**Facebook**

(KC) For the last 28 days (SEP 08 - OCT 05), we have had 93 page Views (158 last period) and 3 page Likes (230 total). We gained 4 Followers (247 total). Post Reach was 228 (2025 last period). Post Engagements were 157 (495 last period). Larger counts last time were due to boosting the Pavlovitz event. Lost 3 likes and 1 follower.

**Twitter**

(KC) Totals (2019.10.06): 523 Tweets (+6 new), 337 Following (unchanged), 337 Followers (+2), and 2 Likes (unchanged)

**Other Social Media**

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