

Communications Linkage Working Group 2017-18 Year in Review

Team Members: Sarah Dan Jones (Convener), Christina Rivera, Tim Atkins

Working Group (WG) was asked by Co-Moderators to:

- Meet and discuss:
 - evaluation and review of previous year - what did we accomplish, what fell by wayside and why
 - plan draft plan for upcoming year- where are we, what needs to happen, and our needs for coming year

Previous Year

- January 2018 Board meeting at Highlander and local congregations: Linkage was very successful and WG members played a significant role in the planning of the linkage events
- Overall throughout the year our meeting together was not consistent and this is probably the result of a lack of a charge to the group
- Facebook and UUA website continued to be our most used channels of communication (remembering that communication and linkage are NOT the same)
- Facebook:
 - Most successful posts were those that made us personal to the UU community
 - Posts analytics:
 - 5.1k Board response to COIC report
 - 3.6k Link to COIC report
 - 2.7k Link to Promise and Practice
 - 2.5k Pic of Tim, Greg and Chris at LREDA Fall Con
 - 2.0k Link to UU World article: Board meeting for Fall Retreat
 - 1.8k Pic of Youth Observer (Bailey) Bridging at GA
 - 1.3k Share of Appointments Committee invite to serve our faith
 - 1.3k Link to UU World article: Board Statement on 2019 Moderator election
 - 1.2k Link to COIC urging Common Read
 - 1.1k Link to CLFUU about VUU episode with Co-Mods
 - note: out of respect, in the above I omitted stats about posts which referenced Dick's, Denny's and Jim's passings.
- Linkage at GA 2018 – what needs to be done with the results of the conversations?

Upcoming Year

- Questions to be answered:
 - What is the charge to the WG?
 - Who communicates what to the wider UU community (staff, Board)?
 - What is the FB page purpose?

- Ideas for coming year and what is needed:
 - FB Live - open office hours Q&A
 - Trustee volunteers and training
 - FB postings: How the trustees are living our faith
 - Trustees to let us know when they are doing something
 - Getting to know your Trustees
 - UUA Communications team creates profiles of each Trustee
 - Take Linkage questions from GA and create study guide to be done in congregations and then sent back to Board
 - Trustee volunteers to create study guide
 - Staff support to send it out and collect data
 - Trustee volunteers to analyze data and report back to Board
 - Invite Youth Trustees/Observers to do Communications/Linkage and/or be on WG
 - Invitations!
 - More Linkage at GA and/or January Board meeting if offsite

Attachments on following pages: FB analytics

All Posts Published

Reach: Organic / Paid
Post Clicks
Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/06/2018 9:52 AM	 Your UUA board meets next week (Thursday-Saturday)			203	17 17	Boost Event
10/02/2018 7:19 PM	 ¡Felicidades, Jessica! The UUA Board of Trustees welcomes			70	31 10	Boost Post
08/04/2018 2:54 PM	 Co Moderator, Elandria Williams, and Board Trustee, Sarah Dan			83	9 16	Boost Post
08/01/2018 4:40 PM	 "It is with great sadness that we share the news that Dick Jacke,			1K	422 93	Boost Post
07/03/2018 4:14 PM	 Trustee and Secretary of the Association, Christina Rivera,			870	180 136	Boost Post
06/25/2018 9:05 AM	 A beautiful and moving Installation of elected			263	34 26	Boost Post
06/24/2018 3:07 PM	 LREDA being awarded the UUA President's Volunteer Service			245	20 28	Boost Post
06/23/2018 2:58 PM	 UUA Distinguished Service Award recipients, Charles			264	32 25	Boost Post
06/23/2018 11:21 AM	 It passes!! Bailey Saddlemire and Tanner Linden move to alter			580	70 80	Boost Post
06/22/2018 7:34 PM	 The UUA Board of Trustees is so proud of our bridging Youth			317	40 36	Boost Post
06/07/2018 9:31 AM	 In continued preparation for our time in Kansas City at General			243	25 12	Boost Post
05/28/2018 5:57 PM	 Supporting Religious Professionals of Color In Our			373	58 15	Boost Post
05/25/2018 7:37 PM	 If you are attending General Assembly (GA) 2018 this			209	18 10	Boost Post

05/22/2018 7:18 AM	 Join Us at GA! Our theme this year is "All Are Called."			518 	43 27 	Boost Post
05/07/2018 9:51 AM	Susan Frederick-Gray on "No Time for Casual Faith"			485 	65 28 	Boost Post
04/20/2018 12:56 PM	 Inspired reports to the UUA board from the administration of			253 	45 12 	Boost Post
04/20/2018 9:43 AM	 Join us at the Board meeting via live stream! https://www.uua.org			531 	60 25 	Boost Post
04/20/2018 9:24 AM	 Bailey Saddlemire and Tanner Linden leading the UUA board			283 	31 31 	Boost Post
04/19/2018 1:29 PM	 The April meeting of the UUA board starts tonight in Boston.			381 	54 23 	Boost Post
04/10/2018 2:49 PM	UUA Board of Trustees shared a post.			148 	53 5 	Boost Post
03/27/2018 9:27 PM	 The UUA Board of Trustees met in Executive Session tonight			517 	92 28 	Boost Post
03/13/2018 2:04 PM	 "We note that many congregations are not engaging			1.2K 	209 52 	Boost Post
03/02/2018 10:44 PM	 UUA Board of Trustees shared a post.			224 	81 5 	Boost Post
02/20/2018 5:55 PM	 UUA Board of Trustees response to Commission on			5.1K 	740 47 	Boost Post
02/10/2018 3:06 PM	 Important update from the UUA Commission on Institutional			3.6K 	620 153 	Boost Post
02/07/2018 6:05 PM	 Informative article by UU Wold contains link to Board statement			1.3K 	477 36 	Boost Post
01/21/2018 9:58 PM	 A most successful UUA Board retreat in the foothills of the			324 	54 23 	Boost Post

01/21/2018 11:18 AM	 Your UUA Board of Trustees is thrilled to worship with the			573		53 42		Boost Post
12/22/2017 10:32 AM	 A moving holiday message from UUA President Susan Frederick-			431		95 20		Boost Post
12/07/2017 3:20 PM	 The UUA Board of Trustees joins with Unitarian			384		130 32		Boost Post
11/07/2017 1:27 PM	 Trustees Gregory Boyd Christina Rivera and Tim Atkins			2.5K		19 23		Boost Post
10/27/2017 9:00 AM	 Many thanks to the hard working UUA staff AND the amazing			378		39 11		Boost Post
10/25/2017 11:42 PM	 Such an honor to work with this fine team of folks!			330		29 13		Boost Post
10/20/2017 10:22 AM	 UUA Board of Trustees shared a post.			419		80 16		Boost Post
10/20/2017 10:21 AM	 The UUA Board of Trustees joins with Unitarian			6.5K		883 363		Boost Post
10/16/2017 8:12 PM	 https://www.facebook.com/CLFUU/posts			1.1K		37 9		Boost Post
10/14/2017 11:30 PM	 Feeling deep gratitude for the inspiring Fall Board retreat			281		8 22		Boost Post
10/13/2017 1:02 PM	 Happy birthday to our Trustees....what better way to			711		20 36		Boost Post
10/12/2017 9:05 AM	Board meets this weekend in Boston for our Fall Retreat.			2K		85 14		Boost Post
10/06/2017 1:00 AM	 UUA Board of Trustees shared a post.			524		1 2		Boost Post
10/04/2017 4:24 PM	 A commitment done in beauty, a promise and practice of our			2.7K		133 51		Boost Post
10/01/2017 2:24 PM	 Join us in service to our Unitarian Universalist faith!			1.3K		35 6		Boost Post

10/01/2017 2:24 PM	 Join us in service to our Unitarian Universalist faith!			1.3K		356		Boost Post
09/28/2017 6:45 PM	 Join the UUA Board of Trustees tonight 8pm EST for our Sept			741		339		Boost Post
09/03/2017 1:14 PM	 UUA Board of Trustees shared a post.			197		238		Boost Post
08/30/2017 4:47 PM	 UU World article on Rev. Jesse Jackson's sermon at TJMC-UU			699		9451		Boost Post
08/30/2017 8:33 AM	 UUA Board of Trustees shared a post.			141		331		Boost Post
08/30/2017 8:27 AM	 UUA Board of Trustees shared a post.			94		163		Boost Post
08/09/2017 2:48 PM	UUA Board of Trustees shared a post.			273		5517		Boost Post
07/17/2017 10:01 PM	 Highlights of the UUA Board of Trustees meeting tonight •			542		9019		Boost Post
07/17/2017 11:59 AM	 Your UUA Board of Trustees welcomes Carey McDonald to			834		21053		Boost Post
06/24/2017 6:52 PM	 UUA Board of Trustees is so proud of bridging Youth Observer			1.8K		3831		Boost Post
06/24/2017 12:46 AM	 UUA Board of Trustees is honored that these six			387		6217		Boost Post
06/17/2017 5:43 PM	 The UUA Board of Trustees is seeking nominations for an			175		242		Boost Post
06/10/2017 10:15 AM	 You can participate live or live stream. http://www.uua.org			525		4630		Boost Post
06/05/2017 4:57 PM	 http://www.uua.org/uuagovernance/board			2.1K		258117		Boost Post

Daily data is recorded in the Pacific time zone.

1W 1M 1Q



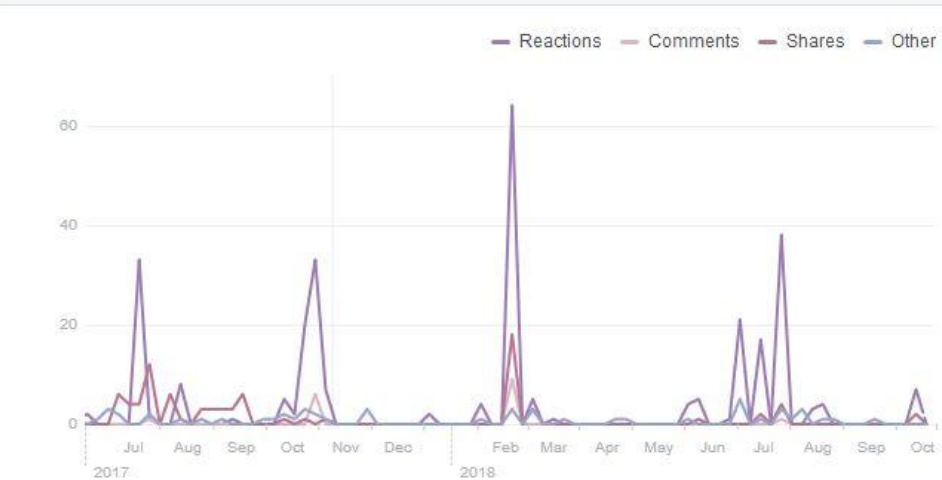
Post Reach

The number of people who had any posts from your Page enter their screen.



Reactions, Comments, Shares, and More

These actions will help you reach more people.



BENCHMARK

Compare your average performance over time.

Reactions

Comments

Shares

Other

Reactions

Likes and other ways people react to your Page posts.



BENCHMARK

Compare your average performance over time.

Like

Love

Wow

Haha

Sad

Angry