

**SK NAACP Monthly Communications Committee Report
November 2018**

Facebook update:

Within the past 28 days, we have -

- Posted 17 articles, events and stories
- Posted 9 videos
- 48 logged in FB users visited our page
- Added 4 new followers to our page
- 1,240 people viewed articles and posts by SK-NAACP
- 369 point of engagement - people who liked, viewed or shared our posts
- One potential new member reached out to us via FB Messenger

<http://www.sknaacp1166.org> update:

Within the past 28 days, we have had -

- 786 unique website visitors
- 1,386 page views (clicks to various parts of website)
- Contact info section the most popular, with 261 views
- 42 visitors come from Google

Constant Contact update:

Within the past 28 days, we have had -

- 3 email “campaigns”, mailed out to 300 email recipients
- Average a 33% open rate, approx. 100 people each time.

*Submitted by Ariel Zimmer Suel, M.A.
Communications Chair, SK-NAACP
11/26/2018*