

## Web Presence Summary

By Chris Italiano

### Website

#### Features

- Weekly announcements
- Podcasts of the Sunday Services
- Thank you to Tom Haddox**
- Homepage promotional images
- Thank you to Chari Fournier**
- Online tithes and donations
- Daily Word, Unity Radio, featured articles
- Newsletter signup and access
- Who we are, Unity beliefs, recipes, etc.

#### Ideas

- Accept online prayer requests
- Promote events, track event registrations
- Collect event payments
- Share images from our events
- Perform online fundraising
- Sell books, artwork, or music
- Organize polls and questionnaires

### Email @unitynorthmn.org

[unity@unitynorthmn.org](mailto:unity@unitynorthmn.org) Primary  
Darlinda Alexander

[news@unitynorthmn.org](mailto:news@unitynorthmn.org) Newsletter  
Chris Italiano

[events@unitynorthmn.org](mailto:events@unitynorthmn.org) Event notices  
Chris Italiano

[give@unitynorthmn.org](mailto:give@unitynorthmn.org) PayPal  
Robyn Lane

[admin@unitynorthmn.org](mailto:admin@unitynorthmn.org) Site administration  
Chris Italiano

[uncm@unitynorthmn.org](mailto:uncm@unitynorthmn.org) Chant Ministry  
Robyn Lane

**Do you need an email address for your ministry? More can be created... just ask!**

### MailChimp (Email Subscriptions)

34 Campaigns since October, 2013  
218 Newsletter Subscribers  
Total Average Open Rate: 43%  
Total Average Click Rate: 5%

### Facebook (Unity North Spiritual Center)

Total Likes: 115  
Largest Demographic: Women, 45-54 (25%)  
Average Reach per Post: 29  
Total Reach (past 28 days): 331  
Largest Demographic: Women, 25-34 (23%)

**Looking for assistance to improve page, content, and performance of posts.**

### Google Analytics (website performance)

- Most visitors to our site on Sundays
- Visitors typically stay for two minutes
- Most visitors view fewer than three pages
- Most frequently visited pages:
  - Homepage
  - Events
  - Calendar
  - What Is Unity?

**Looking for assistance to analyze the site data and suggest changes or improvements.**

### Additional Accounts

DropBox                      Survey Monkey  
MeetUp                        Ustream  
MiPrintShop                 ...and more

**Please notify me of other accounts.  
To support branding efforts, please discuss  
new accounts with me.**

## Web Presence 2014

By Chris Italiano

Beginning in 2013, Unity North Spiritual Center opted to participate in the global Unity branding initiative. The goal of this program, as defined by Unity Worldwide Ministries, is to create a clear and cohesive representation of the Unity movement, and to welcome those who are seeking Unity teachings. The intent is to build recognition of Unity. To date, over 30% of all Unity organizations have opted into the project – **Unity North is one of 201 ministries on six continents.** We're in good company! You can find more information at <http://www.unityworldwideministries.org/branding>.

The new Unity North website, [www.unitynorthmn.org](http://www.unitynorthmn.org), was created as a part of this program. This site is intended to provide valuable information to both new visitors and long-time members. It is updated regularly to keep up with our ever-changing community. The most dynamic portion of the site is the Event Calendar – I regularly coordinate with Darlinda Alexander and Ann Mongeau to keep the calendar up to date and filled with accurate and interesting information. However, there is much more than just the calendar:

- Announcements are posted weekly, and can be delivered to you via RSS feed
- Podcasts of the Sunday Services are posted weekly – **Thank you to Tom Haddox for editing and uploading the audiophile's audio files!**
- Promotional images are added to the homepage – **Thank you to Chari Fournier for sharing her artistic skills and talents!**
- You can tithe, donate, and make other contributions online – just click the Give button.
- You can read the Daily Word
- You can listen to Unity Radio
- You can read featured articles from Unity Worldwide Ministries
- You can sign up to receive the Unity North Newsletter and other information via email
- You can read the current and past newsletters
- There is even a page with yummy and healthy recipes from our community!

But the site could do much more... and I welcome your ideas. We could:

- Accept online prayer requests
- Promote events, track event registrations, and collect event payments
- Share images from our events
- Perform online fundraising
- Sell books, artwork, or music
- Organize polls and questionnaires

What else can you think of? Email your ideas to [admin@unitynorthmn.org](mailto:admin@unitynorthmn.org).

## Email @unitynorthmn.org

Launching the website also resulted in all new email addresses for Unity North. The current list of email addresses, their purpose, and their custodian are:

<a href="mailto:unity@unitynorthmn.org">unity@unitynorthmn.org</a>	This is the primary email address for Unity North. Monitored in the main office by Darlinda Alexander, Administrative Assistant.
<a href="mailto:news@unitynorthmn.org">news@unitynorthmn.org</a>	The email address from which the newsletter is sent. Monitored by Chris Italiano.
<a href="mailto:events@unitynorthmn.org">events@unitynorthmn.org</a>	The email address from which special event notices may be sent. Monitored by Chris Italiano.
<a href="mailto:give@unitynorthmn.org">give@unitynorthmn.org</a>	The email address used for receiving online payments via PayPal. Monitored by Robyn Lane, Assistant Treasurer.
<a href="mailto:admin@unitynorthmn.org">admin@unitynorthmn.org</a>	This email address is used for website administration. Feedback, requests, and issues can be sent here. Monitored by Chris Italiano.
<a href="mailto:uncm@unitynorthmn.org">uncm@unitynorthmn.org</a>	This email address is used by the Unity North Chant Ministry. Monitored by Robyn Lane.

There are several other emails at other domains (i.e. gmail.com, hotmail.com, and outlook.com) that have been created for administering supporting accounts. These other emails generally are not monitored, and they should not be distributed.

**As part of the branding initiative, it is recommended that all email correspondence on behalf of Unity North Spiritual Center come from an email address @unitynorthmn.org. To support this recommendation, I can create additional email accounts/addresses of our choosing.** Some potential new email addresses may be:

- Children's Church: YES@unitynorthmn.org
- Y.O.U.: YOU@unitynorthmn.org
- Uniteens: uniteens@unitynorthmn.org
- Outreach: outreach@unitynorthmn.org

*Please note: these are not yet valid addresses.* However, let me know if you want them to be... or if you have ideas for others. I can create them, and assist with setting up your email client (Outlook, iPhone, iPad, etc.). Of course, before I create the address, I must know who will be using it, and there must be an agreement about proper usage – you will be a voice of Unity North Spiritual Center.

## Other Online Services in use for Unity North Spiritual Center

### Email subscriptions by MailChimp

The Unity North Newsletter and other email correspondence are now sent to large groups of subscribers from MailChip.com. This is a free service that provides a user-friendly interface for maintaining mailing lists, creating visually appealing email campaigns, integrating with social networking sites, and for providing some information about the effectiveness of our correspondence. Subscribers can also manage their own preferences, including their name and email address.

#### Statistics

Number of Campaigns: 34 since October, 2013

Newsletter Subscribers: 218

Newsletter Average Open Rate: 45%

Newsletter Average Click Rate: 9%

Total Average Open Rate: 43%

Total Average Click Rate: 5%

Best Campaign: "Volunteers Needed for FTM and FP" (69% Open Rate)

### Facebook

Unity North Spiritual Center has two Facebook pages:

**Friends of Unity North:** this is a public Facebook group where the UNSC community can freely post, share, and correspond.

**Unity North Spiritual Center:** this is the official Facebook page for Unity North Spiritual Center as an organization. This page is used for public information, public events, and weekly and special announcements. This page is managed and moderated by Darlinda Alexander, Nancy Helvig, Chris Italiano, and Heidi Meade.

**The "Unity North Spiritual Center" page could use some care and attention. Please contact Chris Italiano if you have ideas about how to improve the page or increase its reach.**

#### Statistics

Total Likes: 115

Largest Demographic: Women, 45-54 (25%)

Average Reach per Post: 29

Total Reach (past 28 days): 331

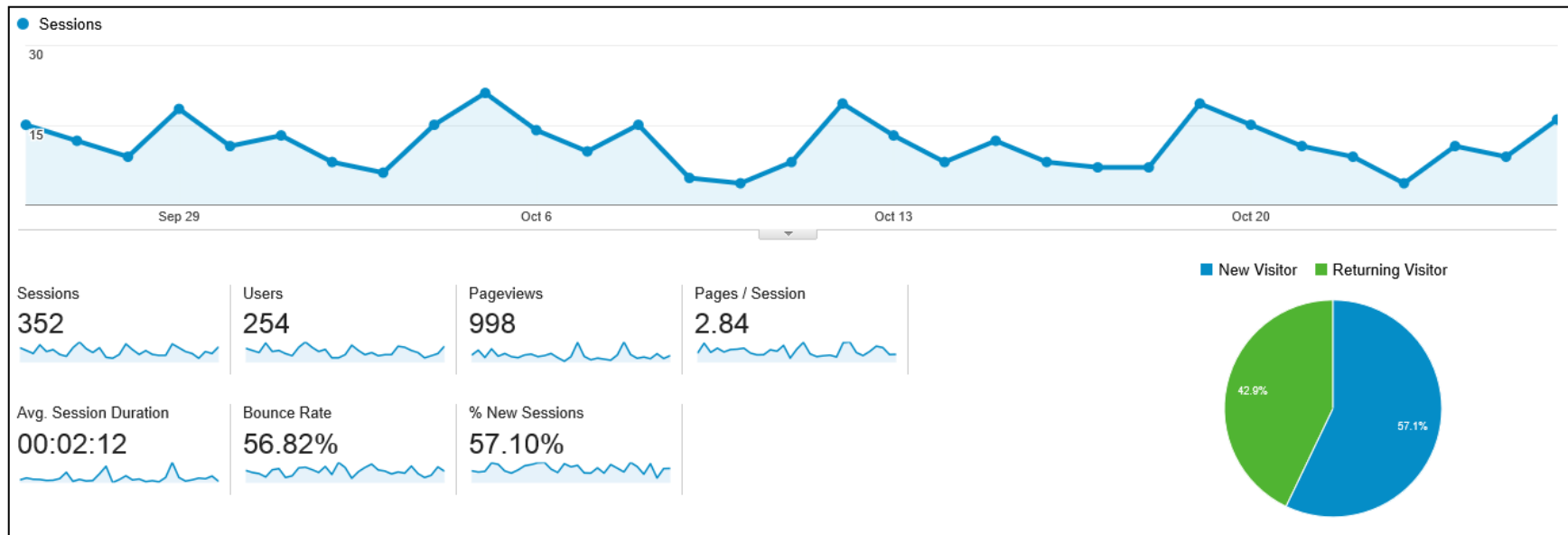
Largest Demographic: Women, 25-34 (23%)

## Google Analytics

The Unity North website is connected with Google Analytics to provide insights about the visitors to our website. Below is an image of the high-level statistics provided by Google. A few noteworthy observations from Google Analytics:

- We have the most visitors to our site on Sundays.
- Most visitors spend just over two minutes on the website.
- Most visitors view fewer than three pages.
- After the homepage, the most frequently visited pages are:
  - 1) Events
  - 2) Calendar
  - 3) What Is Unity?

This is interesting information, but further analysis is necessary if Google Analytics will be used for any decisions about how to improve our web presence. **If this interests you, please contact Chris Italiano for access to Google Analytics.**



## Additional Online Accounts

Below is a list of other service providers at which accounts have been created on behalf of Unity North Spiritual Center. **To help maintain our branding, please notify Chris Italiano:**

- **of other accounts and email addresses that have been created on behalf of Unity North Spiritual Center that are not listed below.**
- **before you create new online accounts on behalf of Unity North Spiritual Center.**
- **if you have an interest in using one of these services on behalf of Unity North Spiritual Center.**

Provider	Details
DropBox <a href="http://www.dropbox.com">www.dropbox.com</a>	A DropBox account has been created to facilitate file sharing for activities and events at Unity North Spiritual Center. This is a great tool if you coordinate an event and you would like to have access to your files at home and at UNSC. I can help you with setup and access.
Meetup <a href="http://www.meetup.com">www.meetup.com</a>	<b>UNSC is on Meetup as UnityNorthMN.</b> This is potentially a great way to attract new visitors to Unity North Spiritual Center. However, this resource remains unused... yet. <b>Please let me know if you are interested in acting as the MeetUp caretaker.</b>
MiPrintShop <a href="http://unity.miprintshop.com">http://unity.miprintshop.com</a>	This is <i>the</i> source for Unity branded marketing materials. You can find bookmarks, brochures, stationery, business cards, cloth grocery bags, and even shirts with the Unity North Spiritual Center logo printed on them! Who wants to go shopping?! To create an account, visit <a href="http://tinyurl.com/mclsdk6">http://tinyurl.com/mclsdk6</a> , or ask me for help.
Survey Monkey <a href="http://www.surveymonkey.com">www.surveymonkey.com</a>	UNSC has an account on Survey Monkey, but it is another resource that remains unused. Do you have burning questions that must be answered? Would you like to poll the community about their favorite flavor of tea? Are you looking for deeply intellectual insights? Then maybe Survey Monkey is your calling! Let me know if you are interested in coordinating a poll.
Ustream <a href="http://www.ustream.com">www.ustream.com</a>	We can broadcast <i>LIVE</i> from UNSC! There are several providers of live streaming video available, and we have accounts at many of them. I have successfully tested Ustream, but I have not yet really used it. Are you an aspiring director? Or would you like to share our events with your friends and relatives around the world? Let's broadcast Unity North!