

Health Communications Coordinator Report

Facebook Likes: 1,416

Twitter Followers: 1,556

Influential Twitter follower this quarter:

Soledad O'Brien (well known political news anchor from CNN, HBO, Al Jazeera, MSNBC...)

Engaging with national partners on health care, workers rights, labor laws, consumer laws, DACA, and more.

One example: 1,859 impressions from one tweet. What was it?

Retweet of Edwin Park (image) with this addition: [#CassidyGraham](#) is BAD for working Kentucky families. Bipartisan effort needed to stabilize the market, make coverage affordable. [#InsureKY](#)

Cassidy-Graham bill out. Same structure: block grant of subsidies/expansion \$ w/ no \$ after '27 & [#Medicaid](#) cap. Millions more uninsured.

	House Repeal Bill (AHCA)	Senate Repeal Bill (NCRA)	Cassidy-Graham Repeal Bill
Causes millions of people to lose health coverage	✓	✓	✓
Ends Medicaid expansion coverage for millions of low-income adults	✓	✓	✓
Caps and cuts Medicaid for seniors, people with disabilities, and children	✓	✓	✓
Cuts or eliminates tax credits for moderate-income people buying individual market plans	✓	✓	✓
Raises individual market premiums by 20% for 2018	✓	✓	✓
Cuts health benefits for people with opioid addiction by billions of dollars	✓	✓	✓
Endangers rural hospitals dependent on Medicaid funding	✓	✓	✓

CENTER ON BUDGET AND POLICY PRIORITY | CAPTION

Second example: National partners were calling the latest ACA Repeal “Zombie Care”. They weren’t getting much out of that as they’ve used it before. So we tried a new tactic. It got a lot of interest (ZERO Hides) and had a brief boost which was cancelled when the bill was thrown out.

Kentucky Equal Justice Center
Published by Marcie Timmerman MHA '11 September 25 at 8:20am · 0

UPDATE: Cassidy-Graham has been shelved! It will not be voted on this week. We will provide updates on health reform as they are available. Cassidy-Graham isn't a health bill any Kentuckian needs. We don't need to be led dry by higher costs. Contact Senator Patrick McConnell, Senator Rand Paul and your House Representative today. Tell them to #killthebill and work toward bipartisan support for a stabilized health care market and increase coverage affordability. #insureky

Don't exsanguinate my health care. Say NO to Cassidy-Graham

822 people reached

43 Reactions, Comments & Shares

31	Like	23	On Post	8	On Shares
1	Love	0	On Post	1	On Shares
1	Wow	0	On Post	1	On Shares
0	Comments	0	On Post	0	On Shares
0	Shares	0	On Post	0	On Shares

13 Post Clicks

3	Photo Views	0	Link Clicks	10	Other Clicks
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NEGATIVE FEEDBACK

0	Hide Post	0	Hide All Posts
0	Report as Spam	0	Unset Page

Insights activity is reported in the Pacific time zone. Add activity in reported in the time zone of your ad account.

Submitted by: Marcie Timmerman

Engaging with local partners and coalitions on health care, tax reform, arbitration rules, worker rights, labor, DACA and more.

One example: 23 engagements on a post quoting KCEP. Note those media engagements. We're getting noticed, and getting them noticed with us.



Impressions	631
Total engagements	23
Media engagements	6
Retweets	5
Detail expands	5
Likes	4
Link clicks	2
Profile clicks	1



Second example: 1115 Medicaid waiver video we made was seen by 4,275 people. We encouraged people to make comments on the waiver changes, and they did. 1,200+

Kentucky Equal Justice Center
Published by Marcie Timmerman Mha (?) · July 30 · 🌐

Kentucky's 1115 Medicaid Waiver has some additional changes. Those changes don't make it better, says Rev. Kent Gilbert of Kentucky Council of Churches.

Submit your comments on the 1115 Medicaid Waiver changes through the #InsureKY survey: <https://docs.google.com/forms/d/1FAIpQLSdw8xMBepX9LPoito.../viewform>
Or through the state government by emailing kyhealth@ky.gov
Or through the federal government here: <https://public.medicaid.gov/public.c.../answerQuestionnaire.....> See More

It's not too late to add your comments! See link above.

02:24

Get More Likes, Comments and Shares
Boost this post for \$18 to reach up to 5,300 people.

4,275 people reached **Boost Post**

Performance for Your Post

4,275 People Reached

1,544 Video Views

152 Reactions, Comments & Shares

63 Like	9 On Post	54 On Shares
7 Love	3 On Post	4 On Shares
19 Angry	1 On Post	18 On Shares
14 Comments	5 On Post	9 On Shares
50 Shares	48 On Post	2 On Shares

371 Post Clicks

20 Clicks to Play	22 Link Clicks	329 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

FRIENDLY REMINDER:

Like us on Facebook, and have your friends, colleagues & family do the same:

www.facebook.com/Kyequaljustice

Follow us on Twitter and have your friends, colleagues and family do the same:

www.twitter.com/kyequaljustice

Submitted by: Marcie Timmerman