

## October 1, 2018 to December 8, 2018

### **Twitter Followers: 2,063** Increase since 9/30/18: 2.48%

"Good News": We've continued growing through some of the slowest times of the year on social media. We're continuing to engage our audience and grow beyond our borders, but also gain followers within Kentucky. This is not Kentucky's favorite social media platform, but we're attracting those who do tweet.

"Bad news" - None!

### **Facebook Fans: 1,670** Increase since 7/13/18: 1.27%

"Good News" - The only "unlikes" we received during this time period were from memorialized or removed Facebook profiles. We continue to have a very active audience compared to national and local benchmarks.

"Bad News" - Capturing this audience is increasingly difficult. Page views are lower across all nonprofits, not just ours, and getting into newsfeeds is increasingly difficult. People are leaving the platform regularly, which further decreases our audience. It's a pay-to-play game and we had to certify the payer for each ad or boost since we are almost exclusively considered "political content." The platform is changing but still has audience value. We're going to continue and hope some of the reach statistics improve.

### **Instagram Followers: 249**

Increase since 9/30/18: 10.7%

"Good News" - This audience is growing. We can also use Instagram posts as Facebook posts. Also, the more we use it, the more we gain from it as a platform. This platform does give us an opportunity to show the lighter side of KEJC - photos of us in action, goofy photos, photos with partners, etc.

"Bad News" - Platform doesn't allow us to link to our website or elsewhere within posts. It's that way by design, but it's a problem for us as we are often sharing comment periods, calls to action, etc.

### **Communications Efforts**

- Clearly communicating the value of SNAP to Kentuckians
- Continuing updates on Medicaid changes, the 1115 Waiver comment period, etc.
- Pregnant Workers Act in Kentucky and other workers rights issues
- Advertise our staff changes, our programs, etc.
- Public Charge information as vetted by MSLC staff and LIN members
- Open Enrollment periods - Medicaid, Medicare, MCO switching, exchange plans
- Highlighting the MATCH for the Good Giving Challenge
- Updates on KentuckyHEALTH and its legal status, as they develop
- Statistics and information on who we are as an organization (storytelling time!)

### **Communications in 2019:**

- 2019 Legislative Session events and happenings, including our regular Bill Watch
- Pregnant Workers
- Value of Medicaid expansion
- 1115 Medicaid waiver cases in Kentucky and Arkansas
- Share stories about individuals affected by changes to public benefits

# KEJC Communications Report

## Submitted by Marcie Timmerman

### TOP TWITTER POSTS



**KY Equal Justice @KYEEqualJustice**  
 The number of counties in Kentucky with more workers and fewer jobs is increasing. More from @kypolicy: <https://bit.ly/2PtBvcU> #WorkerWednesday  
<pic.twitter.com/0eiejJPsmW>

Impressions	3,394
Total engagements	141
Media engagements	103
Link clicks	14
Retweets	10
Likes	7
Profile clicks	4
Detail expands	3

 **Reach a bigger audience**  
 Get more engagements by promoting this Tweet!

[Get started](#)

**KY Equal Justice @KYEEqualJustice**  
 Expanding Medicaid has saved lives.

Open enrollment is through December 15th. Please get covered.  
<https://www.newsweek.com/baby-survival-rates-improved-states-affordable-care-act-data-795637> ...

Impressions	1,914
Total engagements	44
Retweets	17
Likes	14
Link clicks	9
Profile clicks	2
Replies	1
Detail expands	1

 **Reach a bigger audience**  
 Get more engagements by promoting this Tweet!

[Get started](#)

**KY Equal Justice @KYEEqualJustice**  
 Yes, we are.  
<https://twitter.com/splcenter/status/1065378321427546112> ...

Impressions	1,738
Total engagements	8
Retweets	4
Likes	2
Detail expands	2

 **Reach a bigger audience**  
 Get more engagements by promoting this Tweet!

[Get started](#)

# KEJC Communications Report

## Submitted by Marcie Timmerman

### FACEBOOK TOP POSTS:

**Kentucky Equal Justice Center**  
Published by Marcie Timmerman Mha · 71 · November 20 at 8:04 PM · 🌐

Breaking news. CMS has approved the 1115 Medicaid waiver in Kentucky, aka Kentucky HEALTH, once again.  
Our legal team is reviewing and will post comments, changes, etc.  
To read the approval letter go here... See More

# Kentucky HEALTH

State:  
**Kentucky**

Waiver Authority:  
**1115**

Status:  
**Approved**

**Performance for Your Post**

**1,675** People Reached

**74** Reactions, Comments & Shares 📊

<b>7</b> Like	<b>3</b> On Post	<b>4</b> On Shares
<b>1</b> 🤩 Wow	<b>1</b> On Post	<b>0</b> On Shares
<b>14</b> 😞 Sad	<b>6</b> On Post	<b>8</b> On Shares
<b>29</b> 😡 Angry	<b>18</b> On Post	<b>11</b> On Shares
<b>7</b> Comments	<b>4</b> On Post	<b>3</b> On Shares
<b>16</b> Shares	<b>15</b> On Post	<b>1</b> On Shares

**218** Post Clicks

<b>5</b> Photo Views	<b>28</b> Link Clicks 📄	<b>185</b> Other Clicks 📄
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts.

**Kentucky Equal Justice Center**  
Published by Marcie Timmerman Mha · 71 · November 15 at 10:39 AM · 🌐

The so-called "Right to Work" law has been upheld by the Kentucky Supreme Court.  
[https://www.courier-journal.com/.../kentucky-sup.../2010563002/...](https://www.courier-journal.com/.../kentucky-sup.../2010563002/)



COURIER-JOURNAL.COM  
**Right-to-work law upheld by Kentucky Supreme Court**  
The Kentucky Supreme Court on Thursday rejected a challenge to the...

👍 **Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 9,000 people.

**6,119** People Reached      **1,474** Engagements      **Boost Post**

👤 Charlotta Bright Norby, Kathy Lynch Davis and 14 others      91 Shares

👍 Like    💬 Comment    ➦ Share    🌐

**Performance for Your Post**

**6,119** People Reached

**576** Reactions, Comments & Shares 📊

<b>61</b> Like	<b>4</b> On Post	<b>57</b> On Shares
<b>4</b> ❤️ Love	<b>0</b> On Post	<b>4</b> On Shares
<b>2</b> 😂 Haha	<b>0</b> On Post	<b>2</b> On Shares
<b>3</b> 🤩 Wow	<b>0</b> On Post	<b>3</b> On Shares
<b>63</b> 😞 Sad	<b>2</b> On Post	<b>61</b> On Shares
<b>228</b> 😡 Angry	<b>13</b> On Post	<b>215</b> On Shares
<b>127</b> Comments	<b>0</b> On Post	<b>127</b> On Shares
<b>95</b> Shares	<b>91</b> On Post	<b>4</b> On Shares

**898** Post Clicks

<b>0</b> Photo Views	<b>42</b> Link Clicks 📄	<b>856</b> Other Clicks 📄
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts.

**KEJC Communications Report**  
Submitted by Marcie Timmerman  
**TOP INSTAGRAM**

 Kentucky Equal Justice Center  
kyequaljustice Nov 27, 2018



We scored a #MayorSelfie at the #GoodGiving press conference this morning. An anonymous donor is matching your donations this week at [Bggives.org/kyequaljustice](http://Bggives.org/kyequaljustice). \$0.50 is gained per \$1 donated. Your \$50 becomes \$75. #givingtuesday #goodgiving2018

27 Likes 0 Comments

PUBLIC REPLY

 Kentucky Equal Justice Ce  
kyequaljustice Nov 06, 2018



KEJC staffers got out and voted today! Did you? #GOTV

26 Likes 0 Comments

PUBLIC REPLY