

KEJC SOCIAL MEDIA BOARD REPORT

December 2017

by Marcie Timmerman

Facebook Fans: 1427 (Marcie's prediction: We'll be at 1500 by middle of #kyga18)

Twitter Followers: 1628 (Marcie's prediction: We'll be at 1700 by middle of #kyga18)

Quarterly Headlines: Videos and memes are high-performing for us. Links to news are less favored by the media sites and our current audience. Audience is growing geographically, Seeing at least one follower from more than half the counties in Kentucky. We're growing a national and international audience on Twitter. National audience is growing on Facebook, which is what we expect on that platform.

Year-to-Date Summary: This year we branched out and covered workers' rights, consumer topics, and some immigration in addition to health law topics. This spurred audience growth, engagement from new individuals, and has allowed a more accurate story of who we are to start existing on social media. Storytelling leads to fans which ultimately leads to funding, the experts tell us. Investing in social media communications has strengthened our partnerships with national groups such as the Shriver Center's Legal Impact Network, the Center for Responsible Lending, National Consumer Law Center, National Health Law Project, National Employment Law Project, and many others. National campaigns we've participated in include #StoptheDebtTrap, #DefendCFPB, #RipOffClause, and #GetCovered. The statewide #InsureKY campaign continues to do well.

What's Coming Up?

We're preparing a press conference for the day the 1115 Medicaid Waiver is approved. We're also raising funds with #GoodGivingChallenge (www.bggives.org/kyequaljustice) and I created some videos to celebrate our work which partner well as "soft asks" on social media platforms.

Fundraising Videos – Telling Our Own Story

[KEJC General](#)

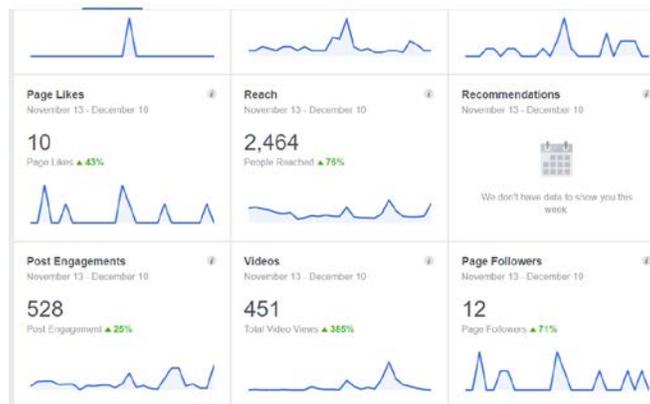
[Maxwell Street Legal Clinic](#)

[Health Law Team](#)

[Consumer Rights \(Anne Marie highlight\)](#)

Worker Rights (TBD)

Facebook Insights over the past 28 days are looking up:



YTD Growth in Twitter:

December 31, 2016 we had 1,158 followers. We were getting 123,144 impressions. Average engagement per follower was 1.58.

December 8, 2017 we have 1,620 followers. We are getting 355,906 impressions. Average engagement per follower was 4.45.

Impressions are the number of people who might see our posts because they are in their newsfeed. Engagement is when someone clicks on a link, shares a post, or talks to us about it. That engagement number is the one we want to see continually grow as engaged people get the word out for us and often turn into donors.

YTD Growth on Facebook:

December 31, 2016 we had 1,176 fans. We were getting 155,590 impressions. Engagement rate was 11.8 per post.

December 8, 2017 we have 1,424 fans. We are getting 294,392 impressions. Engagement rate is down to 7.7 per post.

Impressions are the number of people who might see our posts because they are in their newsfeed. Engagement is when someone clicks on a link, shares a post, or comments on it. That engagement number has gone down significantly for anyone not regularly paying high prices to Facebook for content boosts. Facebook has made changes to their algorithm which make it significantly harder for ANY page to get on an individual's newsfeed. That is amplified when you're a nonprofit organization not paying to play. Boosted posts are also under-performing from last year, which experts across the nation are attributing to Facebook algorithm changes. In the long run, these don't seem to be poor numbers in comparison to other nonprofits in similar spaces – Kentucky Voices for Health, Kentucky Center for Economic Policy and several Legal Impact Network members have been where I made comparisons.

Video Content for 2017 has been doing well on Facebook

Video	Published	Minutes Vie...	Video Views
 1,417,597 0:26	Senator Rand Paul and Senator Mitch McConnell need to hear from more...	06/13/17 12:15PM 1.4K	5.6K
 0:49	AHCA is bad for Kentucky	05/03/17 12:50PM 628	2.1K
 2:24	Kentucky's 1115 Medicaid Waiver has some additional changes. Those change...	07/30/17 1:59PM 490	1.6K
 0:38	Maxwell Street Legal Clinic	12/03/17 6:43AM 79	311
 5:02	Good video overview: "The Senate Republicans health care bill isn't..."	06/24/17 4:34PM 44	102

November Twitter Analytics:

TWEET HIGHLIGHTS

Top Tweet earned 808 impressions

Don't forget, it's still Open Enrollment! Exchange plans are at bit.ly/2mreptp Change your Medicaid managed care company or apply for Medicaid at bit.ly/2mCrVVG Enroll in Medicare supplemental coverage at medicare.gov.

#InsureKY #GetCoveredKY
pic.twitter.com/DNGRZYIGi7



13 4 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 26.6K people



Jim Maisano

@JimMaisano [FOLLOWS YOU](#)

County Legislator, New Rochelle/ Pelham; Attorney @JamesMaisanoEsq; USMC Vet, Free Speech, Free Minds & Economic Liberty, Sports: Giants, Jets, Rangers, Mets

[View profile](#)

[View followers dashboard](#)

Top mention earned 25 engagements

KY Voices for Health
@kyvoices4health · Nov 10

Proud to be part of KY's advocacy super highway - as coined by @JudyCBPP - with these fine coalition partners @kyvoices4health @KyPolicy @KYEQualityJustice twitter.com/Dpugel/status/...

13 4 9

[View Tweet](#)

Top media Tweet earned 804 impressions

Moderator @DPugel of @KyPolicy asking Joan Alker and Caitlin Finnegan Priest questions about Indiana's waiver. #KYWAIVERCON #KentuckyHEALTH pic.twitter.com/COeB3Db3KT



13 3 3

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NOV 2017 SUMMARY

Tweets
138

Tweet impressions
26.1K

Profile visits
540

Mentions
16

New followers
35

Content Summary:

Open Enrollment tweets are still popular. Memes work well for this, as long as used carefully.

We've participated in an average of 2 national conversations a week: on health care, payday lending, Defending the CFPB, defending DACA, advocating for living wage, and the #RipOffClause. This national attention has been increasing KEJC's national reputation and has recruited more followers from other states.

October Twitter Analytics

Oct 2017 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 1,197 impressions

In honor of #NationalComingOutDay we share this @Out2Enroll resource. #insureKY pic.twitter.com/17UNbPONOF



13 8 10

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Top mention earned 10 engagements

BTYD
@blydems · Oct 14

"People already have 'skin in the game' when it comes to #Healthcare! It's the skin on their body!" - @KYCara from @KYEQualityJustice. #KyToday

13 2 8

[View Tweet](#)

Top media Tweet earned 776 impressions

We couldn't agree more, @KyPolicy: bit.ly/2xQY59o pic.twitter.com/gpoxLSUYiz



13 5 2

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OCT 2017 SUMMARY

Tweets
149

Tweet impressions
34.1K

Profile visits
341

Mentions
26

New followers
26