

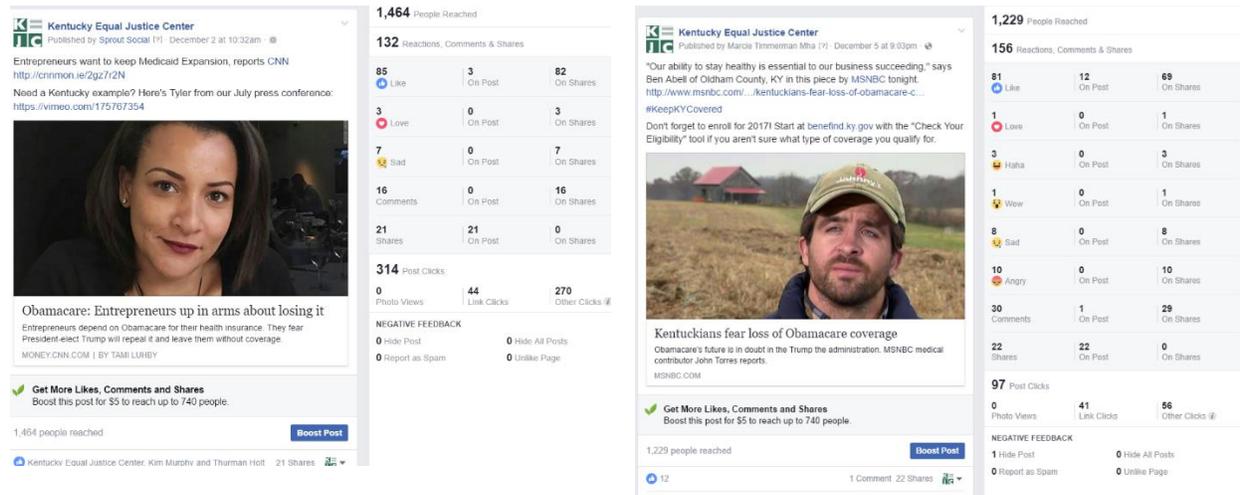
Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Kentucky Equal Justic...	1,147	95.07%	435	593,064	1,363	10,512	24.2	2,853

Audience: Women ages 35-44 make up the majority of our Facebook audience. Most are geographically located within the Golden Triangle of Kentucky.

We are getting almost no negative feedback on our posts. That indicates we’re finding the correct audience for our content. Stories of Kentuckians explaining their stance are some of the most popular. Updates on policy are also leading posts for us. Video and photo content are definitely rewarded by Facebook’s algorithms and are best received by our audience. Facebook Live might become more important during the legislative session, especially as our expertise is called upon for committee meetings.

Top Facebook Posts this Quarter:



The image displays two Facebook posts from the Kentucky Equal Justice Center. The left post, published on December 2 at 10:32am, features a video thumbnail of a woman and discusses Medicaid expansion. It has 1,464 people reached, 132 reactions (85 likes, 3 on-post, 82 shares), 3 loves, 7 sad reactions, 16 comments, 21 shares, and 314 post clicks. The right post, published on December 5 at 9:03pm, features a photo of a man in a field and discusses Obamacare coverage. It has 1,229 people reached, 156 reactions (81 likes, 12 on-post, 69 shares), 1 love, 3 haha reactions, 1 wow reaction, 8 sad reactions, 10 angry reactions, 30 comments, 22 shares, and 97 post clicks.

Nov. 2015-Nov. 2016 Report:

of Fans Jan. 2016-Now: From 649 to 1,147 Growth Rate of 76.7%

Peak times for 2016: Largest peak was during Medicaid Waiver comment periods – state and federal AND late in the Legislative Session, when we had press conference coverage, HB5 & HB6.

Most popular FB post in this time period:

1. “Thank You” to the Labor Unions on Labor Day. 180 Shares to date. Over 34,000 people have viewed it.
2. Dr. Eli Pendleton at our July Press Conference on the Medicaid Waiver. 56 Shares to date. Over 32000 have viewed it.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @KYEQualityJustice	1,129	100.0%	2,452	208,589	184.76	3,101	2.75	1,557	460

Audience: There has been a recent uptick in men aged 22-34 following us. There are still more women aged 22-44 following than men, but that gap is diminishing. Our followers tend to have household incomes above \$75,000 and are primarily located inside Kentucky.

We have an average of 36.6 new followers per month from July through November 2016. For a nonprofit that doesn't have a big budget, this number is impressive. We're reaching an active audience, too, as we're getting engagement on almost every single tweet – that's pretty rare!

In 2017, legislative session live tweets will resume when necessary. Calls to Action are likely to be numerous also, so we're hoping to gain more engagement from grasstops followers in areas other than healthcare. New legislators are being added and a kyga17 list of Twitter handles will be publicly available by Dec. 31st. Our number of tweets is likely to increase in the coming year, as we're learning that the same tweet sent out at different times of day and different days of the week can gain similar traction without losing us followers. Twitter is driven by frequency and urgency, so I predict that strategy will allow us to grow.

Nov. 2015-Nov. 2016 Report:

Follower growth: from 416 on 1/1/16 to 1,112 on 11/30/16, Growth Rate of 167.3% or 696 followers
 Peak times for 2016: Legislative session and Medicaid Waiver comment periods.

Most popular tweet or series of tweets in 2016:

Apr 2016 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 2,029 impressions

"In 2013...just over 20% of KYians were uninsured. Now that rate is less than 10%"
 More: ow.ly/1030ar #KeepKYCovered

15 retweets 7 likes

Top media Tweet earned 1,440 impressions

#VotingPlan: Know where to vote & who is running. Talk in advance with your employer about WHEN you will vote on Tuesday.
 #Election2016 pic.twitter.com/LrUw24svKm

Employees may take four hours to vote. Employers may specify which hours the employee can take off, reports findlaw.com/voting-rights-law.html

KRS 118.035 has more detail.

