

Health Communications Coordinator Report

- Audience is still growing, but at a slower pace.
- We're diversifying messages beyond health. Incorporating workers' rights, consumer rights, current legislative issues at the state and federal level, and anything in between.
- Receiving recognition from national partners for our consistency and quality of work.
- The legislative session saw us bringing a lot of issues to light, working with in-state partners to create a buzz around bad and good bills.

What has Marcie all a-Twitter? (Stats from Jan 1, 2017-April 19, 2017)

1,402 followers as of April 19th. Follower increase was 21.1%.

Impressions are up to 140,808 for this time period.

Best posts for this time period included a graphic targeting Rep. Andy Barr with Medicaid statistics during the AHCA debacle AD our participation in a national workers' rights Twitter chat #3Steps4Workers.

KY Equal Justice @KYEEqualJustice
A3: Stay involved. Make comments when federal regulations are reviewed. Tips on submitting comments:
https://www.regulations.gov/docs/Tips_For_Submitting_Effective_Comments.pdf ... #3Steps4Workers
<https://twitter.com/LegalAidAtWork/status/831946181827768320>
...

This #3Steps4Workers tweet reached the most people (potentially) during this time period.

The Rep. Andy Barr tweet was the most "viral" – retweeted and commented on more than any other.

KY Equal Justice
@KYEEqualJustice

69,724 people in @RepAndyBarr 6th District got covered through Medicaid expansion, which is phased out under the House GOP plan. #InsureKY



RETWEETS 24 LIKES 16

#s by the (Face)book (Stats from Jan 1, 2017-April 19, 2017)

Fans/Page Likes 1,288. Increase has been 9.52% since January.

Facebook changed their algorithm recently, leading to us having a much harder time reaching our fans without paying for an ad. I am investing a work-around for those changes, but even the experts are stumped right now. This algorithm change, political fatigue and an notable exodus of individuals from Facebook's platform has caused lower numbers. I'm confident this is not a trend we'll see stick around. From March to April, we've started seeing much better engagement and fan increase.

Kentucky Equal Justice Center
 Published by Marcie Timmerman Mha [?] · March 23 at 3:28pm · 🌐

95,225 people in Congressman Hal Rogers 5th Congressional District lose health insurance under the #AHCA. The #TrumpCare plan does that by essentially eliminating Medicaid expansion, which covers that many people. CALL TODAY TO STOP TRUMPCARE! HAL ROGERS needs to hear from YOU!
 Talking points, action steps and more on Trumpcare:
<https://www.kyvoicesforhealth.org/.../TELL-CONGRESS-DON-T-REP...>
 #AHCA #Trumpcare... See More



95,224 people
 in Rep. Hal Roger's 5th Congressional District got covered through Medicaid expansion, which is phased out by the GOP Health Plan.
 That's enough to fill Commonwealth Stadium 1.4 times.*

Commonwealth Stadium holds 67,606 people
 Photo credit: wain75 on Flickr

Kentucky Equal Justice Center
 Non-Profit Organization [Learn More](#)

3,867 People Reached

156 Reactions, Comments & Shares

76 Like	41 On Post	35 On Shares
2 Haha	1 On Post	1 On Shares
10 Wow	8 On Post	2 On Shares
3 Sad	2 On Post	1 On Shares
11 Angry	10 On Post	1 On Shares
4 Comments	2 On Post	2 On Shares
50 Shares	50 On Post	0 On Shares

117 Post Clicks

29 Photo Views	6 Link Clicks	83 Other Clicks 📄
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Kentucky Equal Justice Center
 Published by Sprout Social [?] · January 25 · 🌐

Have insurance through work & think you're not affected by ACA repeal? Here's how you might be: <http://t.me/2ksi4FT> #FixNotNix #KeepKYCovered



An Obamacare Repeal Could Hurt You Even If You Get Insurance Through Work. Here's How
 Let's start with free preventive care.
 TIME.COM

Get More Likes, Comments and Shares
 Boost this post for \$10 to reach up to 3,100 people.

3,050 people reached [Boost Post](#)

👍👎🗨️ 7 51 Shares

👍 Like 💬 Comment ➦ Share

3,050 People Reached

193 Reactions, Comments & Shares

93 Like	4 On Post	89 On Shares
1 Love	0 On Post	1 On Shares
1 Wow	0 On Post	1 On Shares
10 Sad	1 On Post	9 On Shares
19 Angry	2 On Post	17 On Shares
18 Comments	0 On Post	18 On Shares
61 Shares	61 On Post	0 On Shares

204 Post Clicks

0 Photo Views	118 Link Clicks	86 Other Clicks 📄
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NEGATIVE FEEDBACK

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0 Report as Spam	0 Unlike Page