

KEJC Health Communications Coordinator Report



- Organized 4 Press Conferences in #kyga16
- Curated 150+ earned media articles
- Created & shared over 800 social media messages relating to Kynect & Medicaid expansion in addition to KEJC content
- HB5 & HB6 defeated, expansion funded in budget

Examples of Top-Performing Social Media Content



"Health is infrastructure. Coverage is foundational."

Richard Seckel, Executive Director
Kentucky Equal Justice Center

KY Equal Justice @KYEqualJustice
HB6 shows a continued investment in the infrastructure of Kentucky's citizens.
#KeepKYCovered #kyga16
pic.twitter.com/F8GdLLZxjw

Upcoming: More KEJC-related content, clear messages for insurance enrollees, waiver news, and more.

#KeepKYCovered continues to solicit stories on Medicaid expansion, kynect and benefind.

If you know anyone affected by the benefind "glitches," please have them complete the survey here: <http://tinyurl.com/KKCBenefind>



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Social Media Statistics (Twitter & Facebook 1/1/16-4/19/16):

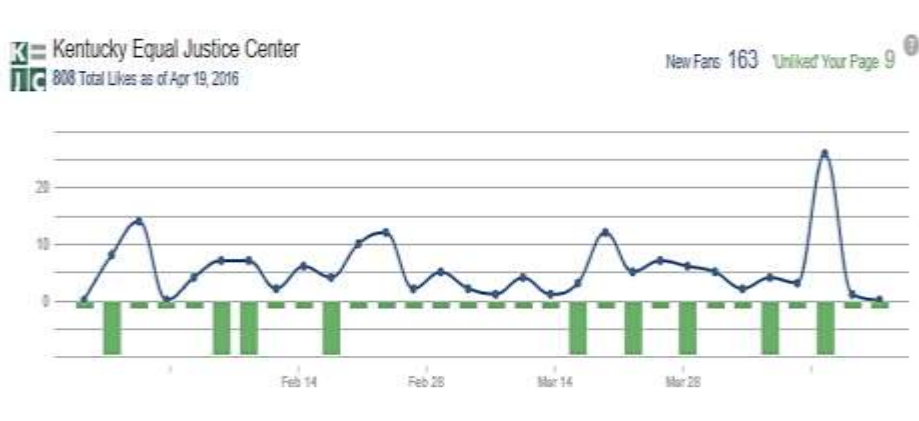


Interactions –likes, shares, comments, reactions etc.

Unique users – people we can track who have engaged with our content

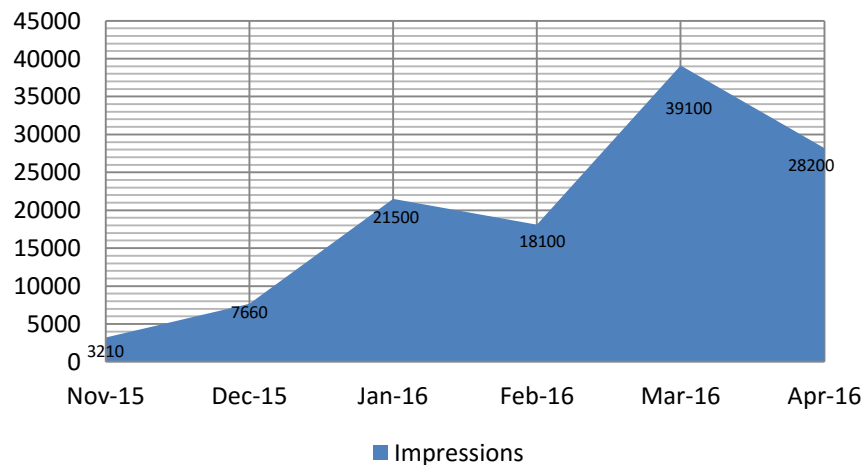
Potential Reach –This figure represents a complex calculation of # of messages we sent, how many people interacted, the # of subsequent shares/comments/reactions created by their friends/followers, and represents how many users *may* have seen this content.

FACEBOOK LIKES



Total Page Likes:
808
 as of 4/19/16
 On Jan. 1, 2016 we had 649.

TWITTER IMPRESSIONS



Total Followers:
819
 as of 4/19/16
 On Jan 1, 2016 we had 416.