

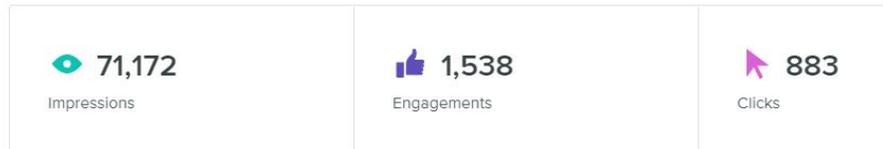
KEJC Communications Report

By Marcie Timmerman

1,574 Likes on Facebook 1,867 Followers on Twitter

Jan. 1, 2018-April 15, 2018

Facebook Activity Overview



Twitter Activity Overview



Communications Efforts

- Legal Impact Network has a monthly communication call we have been participating in. It's been solidifying our messaging strength, and we consistently receive positive feedback from other organizations similar to ourselves.
- #InsureKY – formerly #KeepKynect – continues to have a strong voice for health policy across the Commonwealth. Thought leaders across the country are retweeting and sharing our content. Kentucky will be in the health policy spotlight for many years, and we are making sure the voices of Kentuckians are being heard.

January 2018

- Phone press conference with national media when work requirements rules were released (1/12/18). Over 25 reporters from all over the country were on the call.
- Media splash when KEJC, NHELP and SPLC filed the lawsuit against CMS for those work requirements.

February & March 2018

- Followed the Kentucky General Assembly closely.
- Live-tweets of several SmokeFreeTomorrow press conferences, the Immigrant and Refugee Day at the Capitol, and several committee hearings on bills of interest (Jeannette's Law, minimum wage threat, workers compensation threat, etc.)
- Son of Payday Loan returned; we countered with an advocacy video

April 2018

- 1115 Medicaid Waiver consumer resources released by KVH
- Federal Farm Bill threats to SNAP outlined and talking points ironed out.

What's Coming Up?

Kentucky Gives Day is on May 22nd. For communications, this is a day focused on telling the story of what KEJC actually does. We've been getting better at that – adding in video, photos, and blurbs – and we'll continue to recycle and reinvent that information over the course of this day. Mark your calendars and plan to **SHARE** our content on Facebook and Twitter on this day, and include the donation link from KYGivesDay which will be with it.

Post 1 (Left): Kentucky Equal Justice Center, Published by Marcee Timmerman Mha · January 24 · Not often we are breaking news! <https://www.courier-journal.com/.../kentucky-medi.../1059495001/>

Performance for Your Post: 4,837 People Reached, 318 Reactions, Comments & Shares

222 Like	36 On Post	186 On Shares
19 Love	3 On Post	16 On Shares
2 Haha	1 On Post	1 On Shares
1 Wow	0 On Post	1 On Shares
37 Comments	0 On Post	37 On Shares
37 Shares	36 On Post	1 On Shares

571 Post Clicks: 0 Photo Views, 267 Link Clicks, 304 Other Clicks (j)

NEGATIVE FEEDBACK: 3 Hide Post, 1 Hide All Posts, 0 Report as Spam, 0 Unlike Page

Post 2 (Right): Kentucky Equal Justice Center shared a link. Published by Marcee Timmerman Mha · March 27 at 10:07pm ·

Performance for Your Post: 2,912 People Reached, 53 Reactions, Comments & Shares

3 Like	3 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
9 Sad	9 On Post	0 On Shares
19 Angry	19 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
20 Shares	20 On Post	0 On Shares

197 Post Clicks: 0 Photo Views, 96 Link Clicks, 101 Other Clicks (j)

NEGATIVE FEEDBACK: 0 Hide Post, 0 Hide All Posts, 0 Report as Spam, 0 Unlike Page

Top Tweet earned 5,369 impressions

You might be surprised how many of your neighbors have #Medicaid for health insurance. @KYHealthNews has the latest data: bit.ly/2q4Oasm
pic.twitter.com/UnSqoH1enZ



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Top Tweet earned 6,292 impressions

Did you miss "Reclama tus derechos" on El Pulso Latino 95.7 FM? Listen to our podcast on the Lexington Community Radio SoundCloud to learn about workplace discrimination. bit.ly/2zyElc1
pic.twitter.com/P6gcQCFB6Z



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