

KEJC Health Communications Coordinator Report July 2016



- ❑ Created & shared over 400 tweets and over 150 Facebook messages on proposed Medicaid changes, in addition to other KEJC articles and talking points on minimum wage & payday loans
- ❑ Curated an additional 53 media articles on proposed Medicaid changes
- ❑ Created 3 Live-Tweet conversations during the KYHealth Hearings, which contributed to #KYSAYS trending nationally and #KeepKYCovered trending regionally (A BIG DEAL!)
- ❑ Currently organizing a press conference for 7/20 on proposed Medicaid changes

Examples of Top-performing Social Media content for this quarter:

Kentucky Equal Justice Center
Published by Marcie Timmerman Mha [?] - June 30 at 12:13pm

"I am a bootstrapping Kentuckian," stated AJ Jones to a crowd at the 2nd Medicaid proposal hearing yesterday. See coverage from WKYT below:
<http://www.wkyt.com/.../Crowd-turns-out-in-Frankfort-to-discu...>
#KeepKYCovered #KYMedicaid



www.wkyt.com

Kentucky Equal Justice Center
Published by Marcie Timmerman Mha [?] - July 7 at 10:00am

"As a mother of a 7-year-old, I know that if I can't take care of myself, I don't do a very good job taking care of my daughter," Adrienne Bush said
More from the 3rd hearing:
<http://www.wyrt.com/.../Proposed-Medicaid-overhaul-meets-oppo...>
#KeepKYCovered



Proposed Medicaid overhaul meets opposition at Hazard forum

Jul 2016 • 11 days so far...

Top Tweet earned 1,146 impressions

Toolkit from @kyvoices4health to help you share concerns on the proposed #KYMedicaid waiver bit.ly/297mvxV
#KeepKYCovered #KYSays

View Tweet activity

Jun 2016 • 30 days

Top Tweet earned 1,393 impressions

"I spent almost \$1,000 on fees & interest alone, although I originally just needed to borrow \$300." #StopTheDebtTrap twitter.com/PNS_KY/status/...

View Tweet activity

Top mention earned 25 engagements

Cara Stewart
@KYCara - Jun 29

So proud of Miranda Brown of @KYEQualityJustice #kysays
pic.twitter.com/dMUxrnWQd



[More details on other side]



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Statistics that have Marcie all a-Twitter:

28 day summary with change over previous period



We started with 3,210 impressions in November 2015. Now, we're at 43,600 in the 11 days of July. That's a 1258.25% increase! Just since April, we've had an 89.6% increase in impressions.

of followers has gone up 131, getting us to 957 followers as of July 12, 2016.

Statistics for the (Face)books:

123 new Page Likes – mostly coming in from coverage of payday loans (#StoptheDebtTrap) and coverage of the proposed Medicaid changes. That gets us to 963 as of July 12, 2016.

Reach and Engagement had both fallen off after the legislative session ended; since Medicaid changes were proposed, we have seen record engagement.

People are coming to KEJC for information, sharing it, commenting on it, and encouraging their friends to get involved.

Overall Summary:

Our role as news aggregator on topics of interest in poverty law is one that seems valued by our online communities, our healthcare focus in particular. Most of our audience is comprised of adults who are highly engaged in their communities – through nonprofits, politics, reading/watching the news, etc. We are getting a diversity of viewpoints discussed in our comments sections, so we're not just "preaching to the choir" particularly in healthcare.

Future Plan/Projections:

- Goal of 1,000 followers on Twitter and 1,000 Facebook page likes before next quarter ends
- Continue to curate and share information on proposed Medicaid changes with #KeepKYCovered coalition partners
- Increasingly diversify our messaging across topics, as funding allows
- Ensure our robust offline community partnerships extend online as well by engaging with their messaging in a meaningful way