

**KEJC Communications Report**  
12/9/2019  
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**Highlights**

Fourth quarter communications centered around:

- Medicaid
- Open Enrollment for 2020
- Good Giving Challenge (we raised nearly \$56,000!)

Social Media Highlights (9/26/2019 - 12/8/2019):

- Total followers increased by 147 across our social media profiles including Instagram, Twitter, KEJC Facebook, and KEJC Radio Facebook.
  - Our Instagram account saw another jump of 67 new followers and our engagements and impressions increased by more than 250% each.
  - Our Facebook page exceeded 2,000 followers! We now have 2,211 Facebook followers on our main KEJC page.
- We continue to see a general decrease in impressions and engagement across social media platforms. We should see an uptick in impressions and engagement during the General Assembly.

**Sprout Social Report Date Range: 4/19/2019 - 7/4/2019**

*Compared to previous Date Range: 7/14/2019 - 9/25/2019*

*Profiles Included: Instagram, Twitter, KEJC Facebook Page, KEJC Radio Facebook Page*

| Audience Growth Metrics          | Totals       | Total Followers % Change |
|----------------------------------|--------------|--------------------------|
| <b>Total Followers</b>           | <b>5,271</b> | <b>↗ 2.9%</b>            |
| <b>Total Net Follower Growth</b> | <b>147</b>   |                          |
| Twitter Net Follower Growth      | 55           | ↗ 2.3%                   |
| Facebook Net Fan Growth          | 25           | ↗ 1.1%                   |
| Instagram Net Follower Growth    | 67           | ↗ 16.2%                  |

Total followers increased by  
**↗ 2.9%**  
since previous date range

| Sent Messages Metrics       | Totals     | % Change       |
|-----------------------------|------------|----------------|
| <b>Total Messages Sent</b>  | <b>340</b> | <b>↘ 22.7%</b> |
| Twitter Tweets and DMs Sent | 150        | ↘ 38.8%        |
| Facebook Posts Sent         | 159        | ↘ 15%          |
| Instagram Messages Sent     | 31         | ↗ 288%         |

Message volume decreased by

**↘ 22.7%**

since previous date range

| Received Messages Metrics      | Totals     | % Change       |
|--------------------------------|------------|----------------|
| <b>Total Messages Received</b> | <b>215</b> | <b>↘ 22.9%</b> |
| Twitter Messages Received      | 120        | ↗ 14.3%        |
| Facebook Messages Received     | 90         | ↘ 47.1%        |
| Instagram Comments Received    | 5          | ↗ 25%          |

Message volume decreased by

**↘ 22.9%**

since previous date range

| Impressions Metrics      | Totals        | % Change       |
|--------------------------|---------------|----------------|
| <b>Total Impressions</b> | <b>94,917</b> | <b>↘ 29.4%</b> |
| Twitter Impressions      | 55,606        | ↘ 19.1%        |
| Facebook Impressions     | 33,122        | ↘ 48.2%        |
| Instagram Impressions    | 6,189         | ↗ 251%         |

Total Impressions decreased by

**↘ 29.4%**

since previous date range

| Engagement Metrics       | Totals       | % Change     |
|--------------------------|--------------|--------------|
| <b>Total Engagements</b> | <b>4,143</b> | <b>↘ 17%</b> |
| Twitter Engagements      | 751          | ↘ 16.8%      |
| Facebook Engagements     | 3,095        | ↘ 22.7%      |
| Instagram Engagements    | 297          | ↗ 271%       |

The number of engagements decreased by

**↘ 17%**

since previous date range