

**KEJC Communications Report**  
 7/5/2019  
 Prepared by Allison Dean Crawford

**Highlights**

Second quarter communications centered around:

- KY Gives Day
- Highlighting the life-saving impacts of Medicaid and expanded Medicaid in Kentucky.
- Amplifying the messages of allies.

Social Media Highlights (4/19/2019 - 7/4/2019):

- Total followers increased by 245 across our social media profiles including Instagram, Twitter, KEJC Facebook, and KEJC Radio Facebook.
  - An invitation push on our KEJC Radio Show Facebook page led to 88 new followers.
  - Our Instagram account saw a jump of 61 new followers.
  - Our Facebook page only needs 54 more followers to hit 2,000!
- We saw a slight decrease in impressions and engagement on Facebook and Twitter as compared to the same metrics from February 1 - April 18. This decrease may be related to a slowdown in legislative news from the Capital post-2019 General Assembly.

Communications Updates:

- We purchased a year subscription of Sprout Social, a social media management and optimization platform. It makes scheduling social media content and creating reports on social media analytics much more efficient and impactful. We are still learning about the other great tools it provides!
- We received a mini-grant from the Kentucky Civic Engagement Table to develop and test shared messaging that center workers and working families in coordination with members of the Workers' Rights Task Force. This project will continue through October.

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

*Compared to previous Date Range: 2/1/2019 - 4/18/2019*

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

**Group Activity Overview**

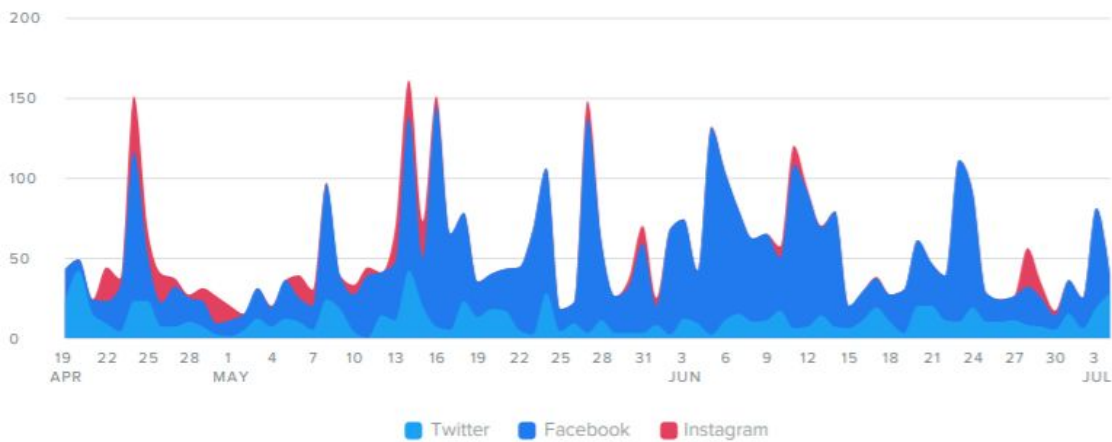
Impressions <b>158.4k</b>	Engagements <b>4,266</b>	Link Clicks <b>899</b>
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Audience Growth Metrics	Totals	Total Followers % Change
<b>Total Followers</b>	<b>4,740</b>	<b>↗ 5.5%</b>
Twitter Net Follower Growth	43	↗ 1.9%
Facebook Net Fan Growth	141	↗ 7.3%
Instagram Net Follower Growth	61	↗ 35.6%
<b>Total Net Follower Growth</b>	<b>245</b>	<b>↗ 5.5%</b>

Total followers increased by  
↗ 5.5%  
 since previous date range

## Group Engagement

### ENGAGEMENTS PER DAY



Engagement Metrics	Totals	% Change
Twitter Engagements	890	↘ 38%
Facebook Engagements	3,038	↗ 1.5%
Instagram Engagements	338	↗ 589.8%
<b>Total Engagements</b>	<b>4,266</b>	<b>↘ 4.8%</b>

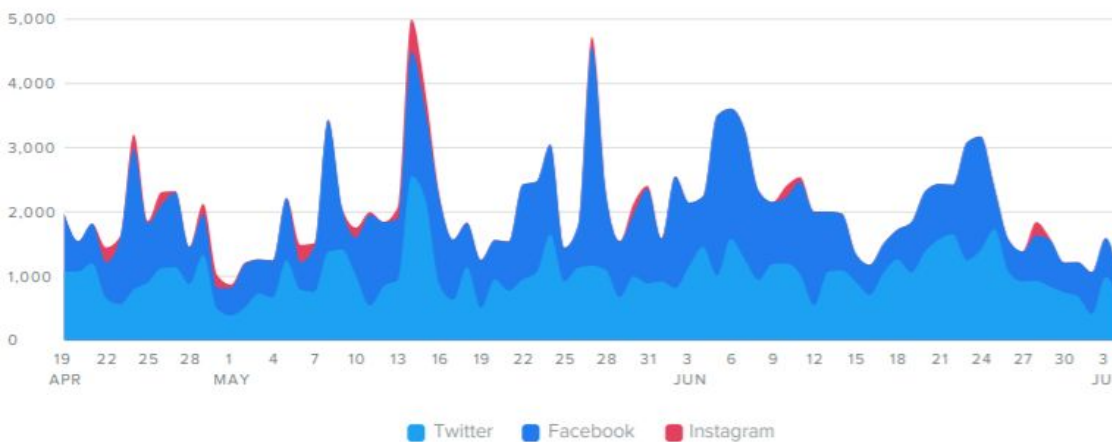
The number of engagements decreased by

**↘ 4.8%**

since previous date range

## Group Impressions

### IMPRESSIONS PER DAY



Impressions Metrics	Totals	% Change
Twitter Impressions	78,320	↘ 3.8%
Facebook Impressions	76,318	↘ 11.1%
Instagram Impressions	3,718	↗ 935.7%
<b>Total Impressions</b>	<b>158,356</b>	<b>↘ 5.5%</b>

Total Impressions decreased by

**↘ 5.5%**

since previous date range

**Top Social Media Posts**

**KJE** kyequaljustice  
 Wed 4/24/2019 10:10 am PDT



KEJC founder, board member and friend John Rosenberg is featured on the front page of the Lexington Herald-Leader today. We are grateful for his dedication to justice for all Kentuckians!

Total Engagements 57

**KJE** kyequaljustice  
 Fri 6/28/2019 9:50 am PDT



KEJC's Employment Law Attorney McKenzie Cantrell and Outreach Coordinator Miranda Brown presented to @lacasitacenter on Workers' Rights.

Total Engagements 36

**KJE** KY Equal Justice  
 @KYEEqualJustice

"Raising the minimum wage and the earned-income tax credit (EITC) by 10 percent each could prevent about 1,230 suicides annually, according to a working paper circulated by the National Bureau of Economic Research this week."



**Researchers say there's a simple way to reduce suicides: Increase the minim...**  
 "Deaths of despair" can be reduced by increasing wages and tax credits for low-income Americans, according to new research from a team at the University of Calif...  
 washingtonpost.com

7:24 PM - 17 May 2019

8 Retweets 12 Likes

8 12

**KJE** KY Equal Justice  
 @KYEEqualJustice

"This is inexcusable behavior on the part of hospitals, doctors and health insurers," he said. "They each know or should know that patients have no real way of understanding the financial trap they've just walked into."



**Surprise medical bills attract concern and calls for regulation - Insider Louisv...**  
 Health advocates are urging Congress to put federal protections in place to keep patients from being harmed by surprise medical bills.  
 insiderlouisville.com

6:13 PM - 19 Apr 2019

12 Retweets 13 Likes

12 13



Kentucky Equal Justice Center

Published by Sprout Social [?] · May 16 ·

"This policy would, over time, cut or take away entirely food assistance, health and other forms of basic assistance from millions of people who struggle to put food on the table, keep a roof over their heads and see a doctor when they need to..." <https://nyti.ms/2WL8cXg>



NYTIMES.COM

**Trump Administration Seeks to Redefine Formula for Calculating Poverty**

844 People Reached

266 Engagements

Boost Post

29

1 Comment 32 Shares

Wow

Comment

Share



### Performance for Your Post

844 People Reached

180 Reactions, Comments & Shares

29 Like 5 On Post 24 On Shares

2 Love 2 On Post 0 On Shares

1 Haha 0 On Post 1 On Shares

8 Wow 2 On Post 6 On Shares

19 Sad 6 On Post 13 On Shares

70 Angry 17 On Post 53 On Shares

18 Comments 4 On Post 14 On Shares

33 Shares 32 On Post 1 On Shares

86 Post Clicks

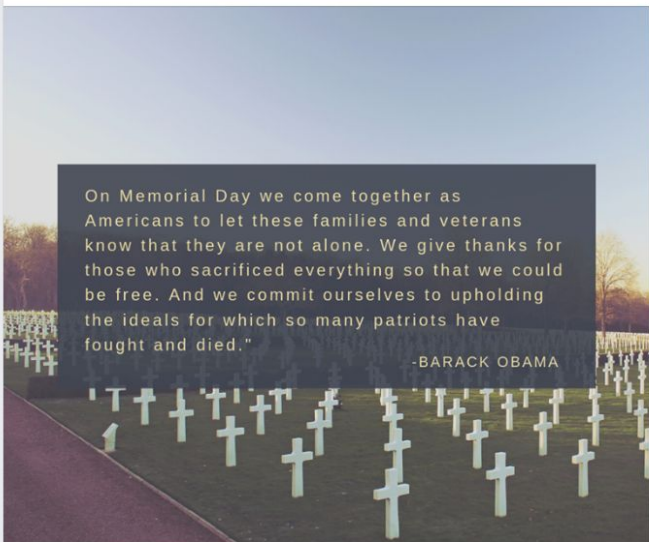
0 Photo Views 32 Link Clicks 54 Other Clicks



Kentucky Equal Justice Center

Published by Sprout Social [?] · May 27 ·

"No words can ever bring back a loved one who has been lost. No ceremony can do justice to their memory. No honor will ever fill their absence," Obama said.



2,252 People Reached

192 Engagements

Boost Post

33

26 Shares

### Performance for Your Post

2,252 People Reached

124 Reactions, Comments & Shares

68 Like 19 On Post 49 On Shares

27 Love 14 On Post 13 On Shares

1 Haha 0 On Post 1 On Shares

1 Sad 0 On Post 1 On Shares

2 Comments 0 On Post 2 On Shares

26 Shares 26 On Post 0 On Shares

68 Post Clicks

14 Photo Views 0 Link Clicks 54 Other Clicks

#### NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts