

KEJC Communications Report

4/23/2019

Prepared by Allison Dean Crawford

Highlights

First quarter communications centered around:

- The legislative session, including some call-to-action posts to mobilize our base *for* bills to protect pregnant workers and restrict tobacco use on school campuses and *against* bills that would have destroyed Kentucky's public safety net and greatly reduced unemployment insurance.
- Highlighting the life-saving impacts of Medicaid and expanded Medicaid in Kentucky.
- Our win in Federal Court that prevented implementation of the 1115 Medicaid Waiver/Kentucky HEALTH.
- The Trump Administration's proposed SNAP Rule.
- Amplifying the messages of allies.

Social Media Highlights (12/9/2018 - 4/19/2018):

- We gained 479 followers across our social media profiles including Instagram, Twitter, KEJC Facebook, and KEJC Radio Facebook.
- We posted an average of 15.5 percent less across profiles but received 23.1 percent more mentions, messages, and comments (this highlight is represented below as Message Volumes).

Communications Plans:

- Blog
 - Start publishing blog posts regularly to develop it as our long-form information source.
 - Start using social media to push more social media traffic to our website
- Develop Instagram plan to post more consistently and more frequently.
- Increase cross-promotion of Reclama Tus Derechos/Kentucky Equal Justice Radio Show content and Facebook page.
- If Kentucky Civic Engagement Table grant received, work with Workers' Rights Task Force to develop and test shared messaging centering on workers and working families.
- Continue engagement and with Insure KY and Legal Impact Network.

Report Date Range: 12/9/2018 - 4/19/2018

Compared to previous Date Range: 7/30/2018 - 12/8/2018

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

Group Audience Growth



Audience Growth Metrics	Totals	Total Followers % Change
Total Followers	4,496	↗ 12%
New Twitter Followers	182	↗ 8.8%
New Facebook Fans	229	↗ 13.5%
New Instagram Followers	68	↗ 27.3%
Total Followers Gained	479	↗ 12%

Total followers increased by

↗ 12%

since previous date range

Group Engagement

Engagement Metrics	Totals	% Change
Twitter Engagements	1,855	↘ 25.5%
Facebook Engagements	4,150	↗ 57.4%
Instagram Engagements	205	↘ 50.8%
Total Engagements	6,210	↗ 12%

The number of engagements increased by

↗ 12%

since previous date range

Group Impressions

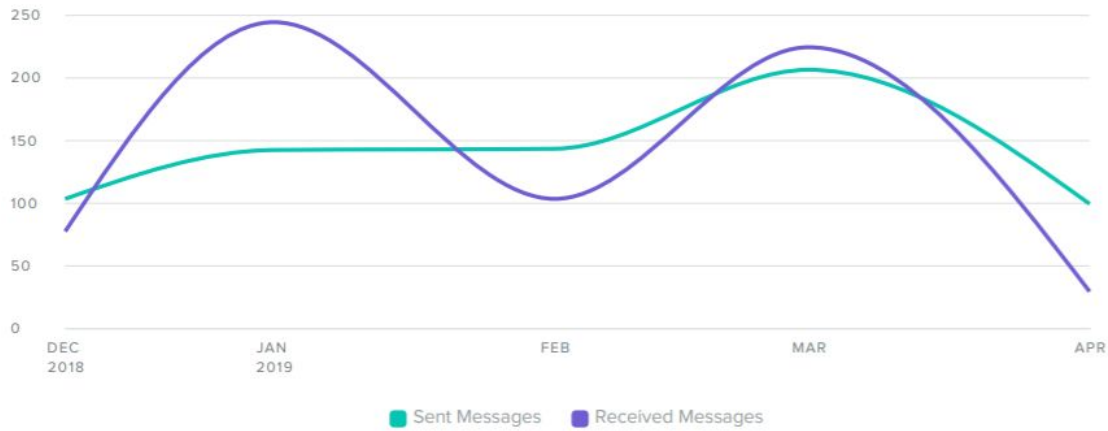
Impressions Metrics	Totals	% Change
Twitter Impressions	106,939	↘ 9.6%
Facebook Impressions	130,853	↗ 61.3%
Instagram Impressions	0	→ 0%
Total Impressions	237,792	↗ 19.2%

Total Impressions increased by

↗ 19.2%

since previous date range

Group Message Volumes



Sent Messages Metrics	Totals	% Change
Twitter Tweets and DMs Sent	423	↘ 23.4%
Facebook Posts Sent	257	↗ 8.9%
Instagram Messages Sent	13	↘ 59.4%
Total Messages Sent	693	↘ 15.5%

Message volume decreased by

↘15.5%

since previous date range

Received Messages Metrics	Totals	% Change
Twitter Messages Received	264	↗ 10%
Facebook Messages Received	395	↗ 30.8%
Instagram Comments Received	18	↗ 125%
Total Messages Received	677	↗ 23.1%

Message volume increased by

↗23.1%

since previous date range

Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>Kentucky Equal Justice Center</p> <p>Update 2: "The intention was to keep the cabinet from being tied to federal strings where it doesn't benefit the state, not to dismantle anything," stated Moser. "I'm looking for clarity, but am absolutely reserving the right to withdraw. If it doesn't have the support it needs, it won't be called anyway." https://bit.ly/2VNoiP3 --- UPDATE: Rep. Moser is pulling the amendment! ALERT: This last-minute amendment would empower the Governor to strip health coverage from 450,000 Kentuckians. Call the Legislative Hotline at 1-800-372-7181 and tell your Representative to OPPOSE Amendment 1 to Senate Bill 167. https://bit.ly/2H6vP8n</p> <p>EMERGENCY: Legislature Poised to Empower Bevin to Take Health Coverage from 450,000 Kentuckians</p> <p>(Post) March 7, 2019 5:19 pm</p>	280	54	14.2%	4,391
<p>Kentucky Equal Justice Center</p> <p>Preventing harmful changes the Bevin Administration wants to make to Medicaid is a team effort. We are so proud to work for our clients and alongside our co-counsel Southern Poverty Law Center, National Health Law Program (NHeLP), and Jenner & Block LLP to protect healthcare for Kentuckians! Also thanks to individuals on the KEJC team Cara Stewart, Miranda Brown, Richard Seckel, and Ben Carter Law, PLLC!</p> <p>(Post) March 27, 2019 10:00 pm</p>	277	10	9.4%	3,630
<p>Kentucky Equal Justice Center</p> <p>Federal judge again rejects Bevin's Medicaid work requirements in Kentucky</p> <p>(Post) March 27, 2019 5:17 pm</p>	120	25	11.3%	1,941
<p>Kentucky Equal Justice Center</p> <p>"HB 3 would result in thousands and possibly tens of thousands of poor Kentuckians, overwhelmingly children, having their benefits reduced and/or cut off completely." http://bit.ly/HB3hurtsKYfamilies #kyga19 #Medicaid #SNAP #SNAPbenefits #publicassistance #photoid #drugtesting #workfare</p> <p>HB 3 Proposes Massive, Expensive and Ineffective Bureaucracy That Will Hurt Kentucky Families and Open State to Legal Problems - KY Policy</p> <p>(Post) February 22, 2019 5:54 pm</p>	119	46	11.1%	2,450

Instagram Top Posts



@kyequaljustice
57 Engagements








@kyequaljustice
40 Engagements



@kyequaljustice
24 Engagements

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
<p>KYEEqualJustice  Preventing harmful changes the Bevin Administration wants to make to Medicaid is a team effort. We are so proud to work for our clients and alongside our co-counsel @splcenter, @NHeLP_org, and @JennerBlockLLP to protect healthcare for Kentuckians! https://t.co/YIMqBTTmhy</p> <p>(Tweet) March 27, 2019 10:04 pm</p>	32,417	16	0	14
<p>KYEEqualJustice  Support the Pregnant Workers Act by submitting a letter at this link. You can also call 1-800-372-7181 and ask your State Rep to vote YES on #SB18! https://t.co/gjsrcWqB3F</p> <p>(Tweet) March 25, 2019 8:13 am</p>	24,196	12	17	11
<p>KYEEqualJustice  The Trump Administration's proposed SNAP rule would time limit food benefits for unemployed and underemployed people. They would lose SNAP eligibility after three months. Submit a comment opposing the rule before April 2: https://t.co/LVeEZZ4dq https://t.co/XxxR03mRHh</p> <p>(Tweet) March 18, 2019 6:02 am</p>	26,612	12	39	12
<p>KYEEqualJustice  We know the legislature supports medicaid expansion because they have twice voted to fund it, so why would they give state officials the authority to end it? What health programs do state officials want to cut? Call now and ask your Rep. to vote NO on HFA 1 to SB 167. https://t.co/kbAsaqW9Ez</p> <p>(Tweet) March 11, 2019 10:45 am</p>	20,280	12	0	12
<p>KYEEqualJustice  "Threatening to end Medicaid expansion if you don't get your way in court does not yield the kind of reasoned decision-making that the court is looking for in order to be able to approve an agency's decision." - KEJC's @notbencarter https://t.co/VloY2CkPjX</p> <p>(Tweet) April 1, 2019 7:20 am</p>	14,064	10	19	9