Twitter Followers: 2,063  Increase since 9/30/18: 2.48%
“Good News” - We’ve continued growing through some of the slowest times of the year on social media. We’re continuing to engage our audience and grow beyond our borders, but also gain followers within Kentucky. This is not Kentucky’s favorite social media platform, but we’re attracting those who do tweet.
“Bad news” - None!

Facebook Fans: 1,670  Increase since 7/13/18: 1.27%
“Good News” - The only “unlikes” we received during this time period were from memorialized or removed Facebook profiles. We continue to have a very active audience compared to national and local benchmarks.
“Bad News” - Capturing this audience is increasingly difficult. Page views are lower across all nonprofits, not just ours, and getting into newsfeeds is increasingly difficult. People are leaving the platform regularly, which further decreases our audience. It’s a pay-to-play game and we had to certify the payer for each ad or boost since we are almost exclusively considered “political content.”
The platform is changing but still has audience value. We’re going to continue and hope some of the reach statistics improve.

Instagram Followers: 249  Increase since 9/30/18: 10.7%
“Good News” - This audience is growing. We can also use Instagram posts as Facebook posts. Also, the more we use it, the more we gain from it as a platform. This platform does give us an opportunity to show the lighter side of KEJC - photos of us in action, goofy photos, photos with partners, etc.
“Bad News” - Platform doesn’t allow us to link to our website or elsewhere within posts. It’s that way by design, but it’s a problem for us as we are often sharing comment periods, calls to action, etc.

Communications Efforts
- Clearly communicating the value of SNAP to Kentuckians
- Continuing updates on Medicaid changes, the 1115 Waiver comment period, etc.
- Pregnant Workers Act in Kentucky and other workers rights issues
- Advertise our staff changes, our programs, etc.
- Public Charge information as vetted by MSLC staff and LIN members
- Open Enrollment periods - Medicaid, Medicare, MCO switching, exchange plans
- Highlighting the MATCH for the Good Giving Challenge
- Updates on KentuckyHEALTH and its legal status, as they develop
- Statistics and information on who we are as an organization (storytelling time!)

Communications in 2019:
- 2019 Legislative Session events and happenings, including our regular Bill Watch
- Pregnant Workers
- Value of Medicaid expansion
- 1115 Medicaid waiver cases in Kentucky and Arkansas
- Share stories about individuals affected by changes to public benefits
TOP TWITTER POSTS

KEJC Communications Report
Submitted by Marcie Timmerman

**KY Equal Justice @KYEqualJustice**
The number of counties in Kentucky with more workers and fewer jobs is increasing. More from @kypolicy: https://bit.ly/2PnBwUJ #WorkerWednesday

Impressions: 3,394
Total engagements: 141
- Media engagements: 103
- Link clicks: 14
- Retweets: 10
- Likes: 7
- Profile clicks: 4
- Detail expands: 3

**KY Equal Justice @KYEqualJustice**
Expanding Medicaid has saved lives.
Open enrollment is through December 15th. Please get covered.
https://www.newsweek.com/baby-survival-rates-improved-states-affordable-care-act-data-765937 ...

Impressions: 1,914
Total engagements: 44
- Retweets: 17
- Likes: 14
- Link clicks: 9
- Profile clicks: 2
- Replies: 1
- Detail expands: 1

**KY Equal Justice @KYEqualJustice**
Yes, we are.
https://twitter.com/ispocenter/status/1005376321427546112 ...

Impressions: 1,738
Total engagements: 8
- Retweets: 4
- Likes: 2
- Detail expands: 2
KEJC Communications Report
Submitted by Marcie Timmerman

FACEBOOK TOP POSTS:

Kentucky HEALTH

State:
Kentucky

Waiver Authority:
1115

Status:
Approved

Performance for Your Post

1,675 People Reached
74 Reactions, Comments & Shares

Performance for Your Post

576 People Reached
218 Post Clicks

6,119 People Reached
898 Post Clicks

Right-to-work law upheld by Kentucky Supreme Court

The Kentucky Supreme Court on Thursday rejected a challenge to the...
KEJC Communications Report
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TOP INSTAGRAM

We scored a #MayorSelfie at the #GoodGiving press conference this morning. An anonymous donor is matching your donations this week at Bggives.org/kyequaljustice. $0.60 is gained per $1 donated. Your $50 becomes $75. #givingtuesday #goodgiving2018

KEJC staffers got out and voted today! Did you? #GOTV