

# Media Coverage Report

Monthly Results: December 2023

## WEBSITE ANALYTICS

Website Pageviews **67,000**

Prev. period **76,000**

## MEDIA OVERVIEW

**12**

Total Online + Print

**2**

Total TV

**38,949,728**

Total Audience Reach

### Top Media Highlights

#### Telemundo 51 - December 4, 2023

The story highlights The Children’s Trust community outreach event in Hialeah, in partnership with Walking One Stop, to share valuable information regarding benefits enrollment for services such as healthcare, SNAP, and other community resources. The reporter interviewed Associate Director of Public Policy Amanda Gorski speaking with residents in the area.



[Click here to view story in Spanish](#)

Type of Publication: TV + Online

#### El Nuevo Herald - December 5, 2023

[Click here to view story in Spanish](#)

Type of Publication: Online + Print

### EL NUEVO HERALD

Noticias Deportes Entretenimiento Acceso Miami Opinión • América Latina Walter Mercado Huracanes Public Notices Obituarios

#### Realizan jornada comunitaria en Hialeah para ofrecer servicios gratuitos

FOR VERÓNICA ESQUIBITO  
ACTUALIZADO EL 05 DE DICIEMBRE DE 2023 9:55 AM

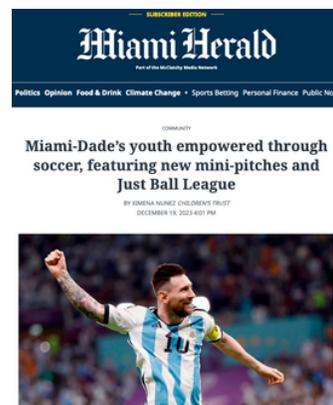


### Miami Herald - December 19, 2023

The Children’s Trust Director of Communications Ximena Nunez highlights how Miami-Dade’s youth are empowered through soccer, featuring Trust efforts in the area.

[Click here to view](#)

**Type of Publication:** Online + Print

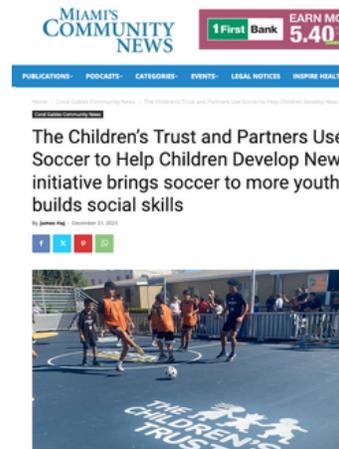


### Community Newspapers - December 21, 2023

The Children’s Trust President & CEO James Haj writes a column about The Trust’s partnership with the U.S. Soccer Foundation, Miami-Dade County and Griffin Catalyst to form the Miami-Dade Soccer Initiative that will bring soccer to all corners of the county, especially underserved communities.

[Click here to view](#)

**Type of Publication:** Online + Print



### Legacy MIA - December 31, 2023

Story mentions The Children’s Trust Books for Free Program, which places books on shelves in barbershops for children and families throughout South Florida.

[Click here to view](#)

**Type of Publication:** TV



## **List of Additional Media Stories in December 2023**

Trust-funded provider Children of Inmates is highlighted in a story related to nominations for the Miami Herald and El Nuevo Herald's Wish Book holiday series for 2023.

- [Miami Herald](#)

The Children's Trust is mentioned as a previous award recipient of the Spirit of Community Award, which recognizes a community advocate in both Broward and Miami-Dade County who exemplifies the social activism, advocacy, nonviolence, civic engagement and diversity ideals of Dr. Martin Luther King, Jr.

- [The Soul of Miami](#)

Trust-funded provider Miami Lighthouse for the Blind CEO Virginia Jacko highlights a grant from The Children's Trust that has allowed the provider and University of Miami research faculty to conduct collaborative research on the Miami Lighthouse Academy inclusion program.

- [Miami Today](#)

The story highlights The Children's Trust as partial funder of the Miami-Dade County Department of Cultural Affairs programs.

- [Community Newspapers](#)

Trust-funded provider Parent to Parent of Miami, a nonprofit community resource center for families of children and adults with disabilities is highlighted mentioning The Children's Trust as a partner.

- [Miami Herald](#)

# SOCIAL MEDIA OVERVIEW



56K

November Total Followers

55K

December Total Followers

633,554

Total Impressions

## Facebook Top Performing Posts

Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Fri 11/17/2023 8:58 am EST	211	17	4	0	—	190
Mon 11/20/2023 3:01 pm EST	116	27	1	3	1	84
Fri 11/17/2023 4:28 pm EST	110	24	11	0	4	71
Wed 11/15/2023 3:52 pm EST	97	26	3	3	4	61
Sat 11/24/2023 7:05 pm EST	84	15	0	0	1	68



5K

November Total Followers

4,670

December Total Followers

1,657

Total Impressions

## X Top Performing Posts

Post Date	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
Mon 12/4/2023 5:53 pm EST	27	8	0	1	1	17	0
Wed 12/20/2023 4:42 pm EST	18	8	1	2	—	7	0
Tue 12/5/2023 6:28 pm EST	9	1	0	1	1	6	0
Tue 12/5/2023 4:42 pm EST	9	1	0	0	—	8	0
Fri 12/1/2023 11:27 am EST	7	2	0	0	2	3	0



15.2K

November Total Followers

15.5K

December Total Followers

21,394

Total Impressions

### Instagram Top Performing Posts

<p><b>thechildrenstrust</b> Mon 12/25/2023 9:01 am EST</p> <p>The Children's Trust wishes you and your families a very merry Christmas! May this holiday season be filled with happiness an...</p> <table border="1"> <tr><td>Total Engagements</td><td>88</td></tr> <tr><td>Likes</td><td>84</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Shares</td><td>0</td></tr> <tr><td>Saves</td><td>0</td></tr> </table>	Total Engagements	88	Likes	84	Comments	4	Shares	0	Saves	0	<p><b>thechildrenstrust</b> Mon 12/25/2023 8:30 pm EST</p> <p>Thank you, @cityofhialeah and @mayorbovo, for welcoming @thechildrenstrust to Benny Babcock Park...</p> <table border="1"> <tr><td>Total Engagements</td><td>80</td></tr> <tr><td>Likes</td><td>79</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Shares</td><td>—</td></tr> <tr><td>Saves</td><td>0</td></tr> </table>	Total Engagements	80	Likes	79	Comments	1	Shares	—	Saves	0	<p><b>thechildrenstrust</b> Tue 12/12/2023 5:00 pm EST</p> <p>The Florida Department of Health in Miami-Dade County WIC Program recently held its 10th Annual Homestead/ Florida City Heal...</p> <table border="1"> <tr><td>Total Engagements</td><td>66</td></tr> <tr><td>Likes</td><td>63</td></tr> <tr><td>Comments</td><td>3</td></tr> <tr><td>Shares</td><td>—</td></tr> <tr><td>Saves</td><td>0</td></tr> </table>	Total Engagements	66	Likes	63	Comments	3	Shares	—	Saves	0	<p><b>thechildrenstrust</b> Wed 12/20/2023 4:16 pm EST</p> <p>Looking for the next Messi? THIS is how we nurture the next generation of soccer players in Miami-Dade County. The Just Ba...</p> <table border="1"> <tr><td>Total Engagements</td><td>35</td></tr> <tr><td>Likes</td><td>27</td></tr> <tr><td>Comments</td><td>2</td></tr> <tr><td>Shares</td><td>4</td></tr> <tr><td>Saves</td><td>2</td></tr> </table>	Total Engagements	35	Likes	27	Comments	2	Shares	4	Saves	2	<p><b>thechildrenstrust</b> Fri 12/8/2023 9:42 am EST</p> <p>Wishing you and your family eight wonderful days and nights full of love, laughter and light. May the happiness you...</p> <table border="1"> <tr><td>Total Engagements</td><td>28</td></tr> <tr><td>Likes</td><td>26</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>0</td></tr> <tr><td>Saves</td><td>2</td></tr> </table>	Total Engagements	28	Likes	26	Comments	0	Shares	0	Saves	2
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6.4K

November Total Followers

6.5K

December Total Followers

11,441

Total Impressions

### LinkedIn Top Performing Posts

<p><b>The Children's Trust of Miami...</b> Mon 12/4/2023 6:00 pm EST</p> <p>Thank you, City of Hialeah Municipal Government and Mayor Esteban Bovo, for welcoming The Children's Trust to Benny...</p> <table border="1"> <tr><td>Total Engagements</td><td>355</td></tr> <tr><td>Reactions</td><td>67</td></tr> <tr><td>Comments</td><td>2</td></tr> <tr><td>Shares</td><td>4</td></tr> <tr><td>Post Clicks (All)</td><td>282</td></tr> </table>	Total Engagements	355	Reactions	67	Comments	2	Shares	4	Post Clicks (All)	282	<p><b>The Children's Trust of Miami...</b> Mon 12/25/2023 9:00 am EST</p> <p>The Children's Trust wishes you and your families a very merry Christmas! May this holiday season be filled with happiness an...</p> <table border="1"> <tr><td>Total Engagements</td><td>140</td></tr> <tr><td>Reactions</td><td>48</td></tr> <tr><td>Comments</td><td>1</td></tr> <tr><td>Shares</td><td>1</td></tr> <tr><td>Post Clicks (All)</td><td>90</td></tr> </table>	Total Engagements	140	Reactions	48	Comments	1	Shares	1	Post Clicks (All)	90	<p><b>The Children's Trust of Miami...</b> Tue 12/12/2023 10:14 am EST</p> <p>The Children's Trust is #Hiring! We are looking for passionate and driven individuals to make a difference in the live...</p> <table border="1"> <tr><td>Total Engagements</td><td>92</td></tr> <tr><td>Reactions</td><td>14</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>5</td></tr> <tr><td>Post Clicks (All)</td><td>73</td></tr> </table>	Total Engagements	92	Reactions	14	Comments	0	Shares	5	Post Clicks (All)	73	<p><b>The Children's Trust of Miami...</b> Tue 12/5/2023 3:48 pm EST</p> <p>Out with the old and in with the new! The Children's Trust's Programs Department had the privilege to present at the National...</p> <table border="1"> <tr><td>Total Engagements</td><td>85</td></tr> <tr><td>Reactions</td><td>52</td></tr> <tr><td>Comments</td><td>0</td></tr> <tr><td>Shares</td><td>4</td></tr> <tr><td>Post Clicks (All)</td><td>29</td></tr> </table>	Total Engagements	85	Reactions	52	Comments	0	Shares	4	Post Clicks (All)	29	<p><b>The Children's Trust of Miami...</b> Tue 12/12/2023 3:36 pm EST</p> <p>This week's #TrustTuesday features ConnectFamilias, Inc, a Trust-funded partner that works towards building healthy...</p> <table border="1"> <tr><td>Total Engagements</td><td>59</td></tr> <tr><td>Reactions</td><td>14</td></tr> <tr><td>Comments</td><td>4</td></tr> <tr><td>Shares</td><td>1</td></tr> <tr><td>Post Clicks (All)</td><td>40</td></tr> </table>	Total Engagements	59	Reactions	14	Comments	4	Shares	1	Post Clicks (All)	40
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