

Media Coverage Report

Monthly Results: October 2023

WEBSITE ANALYTICS

Website Pageviews	49,000
To prev. period	84,373

MEDIA OVERVIEW

5 Total Online + Print	1 Total Radio	1 Total TV	18,955 Total Audience Reach
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Top Media Highlights

Easy 93.1 - September 25, 2023

The Children’s Trust Director of Communications Ximena Nunez speaks about the More After-School Choices program and database available for children and families via 211Miami. [Click here to view](#)

Type of Publication: Radio + Online



MegaTV - October 7, 2023

The Children’s Trust Director of Communications Ximena Nunez is interviewed by former mayor and broadcast journalist Tomas Regalado to speak about the various programs, shedding light on the ways in which the community’s financial contributions are utilized at The Trust. [Click here to view](#)

Type of Publication: Online + TV



Telemundo - October 12, 2023

Citrust Health Network, a Trust-funded provider, highlighted The Children's Trust's services to help kids and families with benefit enrollment applications. The story also highlights The Trust's \$8 million investment in benefits enrollment over five years.

[Click here to view](#)

Type of Publication: Online + TV



Miami Herald - October 27, 2023

The Children's Trust Chief of Research K. Lori Hanson, Ph.D., provides tips on how to support children in the face of disturbing world conflict.

[Click here to view](#)

Type of Publication: Online + Print



List of Additional Media Stories in October 2023

The Children's Trust is mentioned as the presenter of Spooky Symphony, a one-hour free performance of great music for young listeners by the Alhambra Orchestra and Greater Miami Youth Symphony.

- [Community Newspapers](#)

The Town of Cutler Bay's Trust-funded after-school program encourages parents to register their children to receive academic assistance, literacy development, social skills training and physical fitness.

- [Community Newspapers](#)

The Children's Trust is mentioned as one of the sponsors of the seventh annual CultureFest 305, a free folklife festival hosted at HistoryMiami Museum.

- [Community Newspapers](#)

The Children's Trust is mentioned as one of the sponsors of the Arts Ballet Theatre of Florida, which is opening up its 26th season with a program of classical and neoclassical ballets.

- [Community Newspapers](#)

SOCIAL MEDIA OVERVIEW



55K

September Total Followers

56K

October Total Followers

216K

Total Impressions

Facebook Top Performing Posts

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
We were truly honored to join in on the celebration of Armour Dance Theatre's new site at South Miami...	Fri 10/6/2023 3:31 pm EDT	260	47	3	2	—	208
Goal! 🎯 Today, we unveiled the first mini-soccer pitch at Trust-funded Centro Mater Foundation & launch...	Sat 10/21/2023 2:43 pm EDT	242	21	1	2	—	218
Congratulations to our President & CEO James R. Haj on being recognized by Florida State Universi...	Tue 10/10/2023 8:15 pm EDT	77	31	4	0	—	42
Yesterday, Chief Public Policy & Community Engagement Officer Natalia Zea moderated The Miami...	Thu 10/12/2023 6:01 pm EDT	49	8	1	0	—	40
	Wed 10/11/2023 7:08 pm EDT	31	11	1	0	—	19



5K

September Total Followers

5K

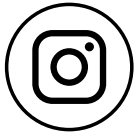
October Total Followers

2K

Total Impressions

X Top Performing Posts

Post Title	Date	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
Today's #TrustTuesday features Girls Inc. of Greater Miami (@girlsinmiami). Girls inc. is...	Tue 10/24/2023 6:28 pm EDT	11	3	0	1	—	7	0
Goal! 🎯 Today, we unveiled the first mini-soccer pitch at Trust-funded @CentroMater & launched the Just...	Sat 10/21/2023 2:58 pm EDT	9	2	0	1	—	6	0
Welcome to another empowering edition of #TrustTuesday! Today, we shine a spotlight on @SantLaHaitia...	Tue 10/10/2023 5:58 pm EDT	5	2	0	0	—	3	0
Happy World Teacher's Day to educators everywhere. These dedicated individuals inspire and...	Thu 10/5/2023 2:51 pm EDT	4	3	0	0	—	1	0
From Cuba to Chile, not all words in Spanish are made equal. While celebrating Hispanic Heritage Mont...	Wed 10/14/2023 9:33 pm EDT	3	1	0	0	—	2	0



15K

September Total Followers






15.2K

October Total Followers

34K

Total Impressions

Instagram Top Performing Posts

<p>thechildrenstrust Wed 10/11/2023 12:01 pm EDT</p> <p>We had an amazing time at this weekend's Inclusive Literary Resource Fair! 🎉 Families were happy to hav...</p>  <p>Total Engagements 85 Likes 81 Comments 2 Saves 2</p>	<p>thechildrenstrust Tue 10/10/2023 8:15 pm EDT</p> <p>Congratulations to our President & CEO @jim.haj on being recognized by Florida State University (@fsualumni...</p>  <p>Total Engagements 85 Likes 84 Comments 1 Saves 0</p>	<p>thechildrenstrust Wed 10/25/2023 2:30 pm EDT</p> <p>Our Youth Advisory Committee (YAC) members visited the Miami Cancer Institute @baptisthealthcancerca...</p>  <p>Total Engagements 63 Likes 62 Comments 1 Saves 0</p>	<p>thechildrenstrust Tue 10/17/2023 4:08 pm EDT</p> <p>Featured in today's #TrustTuesday is Trust-funded Armour Dance Theater (@armourdancetheatre). You may...</p>  <p>Total Engagements 45 Likes 43 Comments 0 Saves 2</p>	<p>thechildrenstrust Thu 10/12/2023 10:55 am EDT</p> <p>October is a time to celebrate uniqueness, spread love and raise awareness for Down syndrome. Let...</p>  <p>Total Engagements 41 Likes 35 Comments 0 Saves 0</p>
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6K

September Total Followers






6.4K

October Total Followers

16K

Total Impressions

LinkedIn Top Performing Posts

<p>The Children's Trust of... Sat 10/21/2023 2:53 pm EDT</p> <p>Goal! 🎯 Today, we unveiled the first mini-soccer pitch at Trust-funded Centro Mater Foundation, Inc. &...</p>  <p>Total Engagements 963 Reactions 87 Comments 2 Shares 1 Post Clicks (All) 873</p>	<p>The Children's Trust of... Thu 10/12/2023 3:51 pm EDT</p> <p>Yesterday, Chief Public Policy & Community Engagement Officer Natalia Zea moderated The Miami...</p>  <p>Total Engagements 563 Reactions 100 Comments 4 Shares 0 Post Clicks (All) 459</p>	<p>The Children's Trust of... Fri 10/6/2023 3:30 pm EDT</p> <p>We were truly honored to join in on the celebration of Armour Dance Theatre's new site at South Miami...</p>  <p>Total Engagements 226 Reactions 25 Comments 0 Shares 0 Post Clicks (All) 201</p>	<p>The Children's Trust of... Tue 10/10/2023 8:15 pm EDT</p> <p>Congratulations to our President & CEO James Haj on being recognized by Florida State University as a...</p>  <p>Total Engagements 94 Reactions 44 Comments 1 Shares 0 Post Clicks (All) 49</p>	<p>The Children's Trust of... Mon 10/23/2023 8:17 pm EDT</p> <p>The Children's Trust's Community Engagement Manager Aundray adams and Trust Board Member...</p>  <p>Total Engagements 62 Reactions 31 Comments 0 Shares 0 Post Clicks (All) 31</p>
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