



## April 2020

Board Meeting: Monday, April 20, 2020

### Digital at a Glance

#### Social Media

	Followers	Engagement
Facebook	53,110	245,000
Twitter	4,160	32,400
Instagram	6,026	65,430
LinkedIn	3,280	13,754

#### Website Traffic

	Pageviews	vs	2019
TheChildrensTrust.org (March)	94,877		109,904
Miamiheartgallery.org (March)	19,362		32,777

# February Media Stories

## February 2

*Miami Herald*

Feature byline: Trust Staffer Bevone Ritchie

Reach: 5,034,000,00

[How to Help Your Kids Focus](#)

## February 2

*The Children's Trust Website*

Learning Good Parenting by Watching Novelas!

Board Meeting Review: Trust Partners with Univision

[Learn Good Parenting By Watching Novelas!](#)

## February 2

*The Children's Trust Website*

Young Talent Big Dreams Opens with a Bang

Auditions held until April 18

[Young Talent Bid Dreams Opens with a Bang](#)

## February 2

*The Children's Trust Website*

Facing Uncomfortable Truths About Social Equality

Social Justice takes center stage during Trust-sponsored seminar on Valentine's Day

[Facing Uncomfortable Truths About Social Equality](#)


## February 25

*WJXT-Jax News 4 Jax 6 AM newscast*

Trust mentioned as funder of the Easterseals of South Florida Culinary Arts program for students with Autism & other special needs featured

[Easterseals Cooking Up Success](#)

# February Social Media

 A photograph showing three people sitting at a table covered with a dark blue cloth. On the left, a woman with long dark hair is smiling. In the center, a woman with long brown hair is standing and smiling. On the right, a man with short brown hair is sitting and smiling. There are some items on the table, including what looks like a small sign or brochure.	<p><b>February 6</b> <i>Facebook</i></p> <p>The Children's Trust staff is proud to support several of our providers and the Parent Club initiative during Day 2 of the 2020 Miami International Child &amp; Adolescent Mental Health (MICAMH) Conference.</p>
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**February 10**  
*Facebook*

College & Career Prep students honored for their academic and programmatic achievements at the Quarterly Workshop. Thank you, Mexican American Council, Inc.



**February 14**  
*Facebook*

Early Learning Coalition of Miami-Dade/Monroe and The Children's Trust host a seminar on Social #Equity with team members and community partners.  
#BlackHistoryMonth



**February 15**  
*Facebook*

The Children's Trust was a proud sponsor of the 57th Annual Coconut Grove Arts Festival, three-day outdoor event for the whole family to enjoy.



**February 22**  
*Facebook*

On National Children's Dental Health Month, we encourage firsthand the importance of children's oral health. We support the dental hygienists of Jessie Trice Community Health System's Oral Health Education and Preventive Services program.



**February 24**  
*Facebook*

Be Strong February Luncheon blessed to work with these outstanding individuals who work towards the collective betterment of South Florida.



## February 26

Facebook

Innovation Fund recipient Disability Independence Group met with several stakeholders and Trust Staff to present their project's progress and next steps. What a pleasure it was to have Officer Alex England join us and to meet Officer Roy (K9).

## Facebook Live segments

### February 7

Topic: Do you need to get connected to local services? [#211Miami](#), 24/7/365 days of the year is here to counsel, connect and empower our community.

Reach: 962

### February 26

Topic: At the GroundBreaking Ceremony for The Overtown Youth Center.

Reach: 8,400

## March Media Stories

### March 2

*Miami Herald*

Trust Staffer, Stephanie Sylvestre will judge Miami Herald Startup Competition

[And the judges for the 2020 Miami Herald Startup Pitch Competition are...](#)

Reach: 8,770,000

### March 4

WTVJ-NBC6 newscast at 5:30PM & 4:30AM

Children's Trust School-based Health Program mentioned in Teaching children the basics story

[How to Talk to Your Kids About Coronavirus](#)

Reach: 42,700

### March 5

*Miami Herald*

Trust provider FANM mentions the Trust for funding their after-school programs

[Miami advocacy group expands its mission to empower immigrants | Opinion](#)

Reach: 7,830,000

**March 7**

FloridaPatch.com

Trust Provider Borinquen Health Centers provides free shots Trust mentioned as partner  
[Free Flu Shots Available For Miami Beach Children](#)

Reach: 817,000

**March 17**

WSCV Telemundo Ch. 51

[Escuelas de Florida cerraron por el coronavirus, pero muchos "Daycare" siguen abiertos](#)

Reach: 1,290,000

**March 19**

WTVJ NBC6 News at 5PM, 6PM and 11PM

Trust Staffer, Sandra Camacho

[Schools Closed But Many Florida Daycares Remain Open Amid Coronavirus Outbreak](#)

Reach: 84,400

**March 19**

WTVJ NBC6 News at 5PM, 11PM and 7AM

[Schools have been closed across the state of Florida due to the coronavirus outbreak, but daycares in many cities have made the decision to stay open.](#)

Reach: 55,400

**March 19**

**WLRN Radio**

[Here to support childcare centers](#)

Trust President & CEO James R. Haj interviewed on childcare centers

Reach: N/A

**March 20**

Miami Herald

Trust sponsored initiative YTBD's moves towards electronic audition submission

[Here's what you can do to beat boredom if you're stuck at home. And it has a nice tune](#)

Reach: 8,770,000

**March 21**

Miami Herald

Trust provider Excel Kids Academy featured, and the Trust's financial commitment highlighted

[Essential low-wage workers will need child care amid coronavirus. But will they get it?](#)

Reach: 7,830,000

**March 23**

WPLG ABC Ch. 10 News at 4PM, 5PM and 5AM

Trust provider Liberty Academy highlighted

[Essential Workers and the much needed childcare providers](#)

Reach: 129,800

**March 26**

WIOD Radio

Trust Staffer, Rachel Spector interviewed regarding childcare centers

Reach: N/A

**March 26 and April 1st**

WPLG ABC Ch. 10 News

Trust Staffer, Amanda Gorski interviewed to discuss the importance of the 2020 Census

[The importance of the 2020 Census](#)

Reach: 82,301

**March 28**

Miami Herald

Trust mentioned in feature story highlighting Trust provider PCIT clinic at The University of Miami

[Children with mental health needs get help via telemedicine. 'A lifesaver,' says mother](#)

Reach: 8,770,000

**March 29**

Community Newspapers

Raquel Regalado feature story highlighting Trust provider Easter Seals

[Amid-covid19 Crisis Don't Forget Children & Adults and Elderly with Disabilities](#)

Reach: 49,500

**March**

The Children's Trust Website

[How to Deal with the Panic Pandemic](#)

**March**

The Children's Trust Website

[Making the Most of the New Normal at Home with Kids](#)

**March**

The Children's Trust Website

[Endless Snack Time!](#)

**March**

The Children's Trust Website

[Watch Out for Coronavirus Scams!](#)

**March**

The Children's Trust Website

[Census Goes On Despite Coronavirus](#)

# March Social Media



**March 2**

Facebook

Trust staff volunteered at the @unitedwaymiami for National Read Across America Day! Happy Birthday Dr. Seuss @ United Way of Miami



**March 11**

Facebook

We enjoyed celebrating Dr. Seuss's 116th birthday with children and families at The Miami Children's Museum. Like Dr. Seuss once said, "Oh the things you can find, if you don't stay behind!"



**March 6**

Facebook

Congratulations to Senior Executive Assistant Susan Marian, who received the 2020 Donor Next Door Award from Philanthropy Miami in partnership with The Miami Foundation for her selfless service to our community. Today, we honor Susan for her volunteerism, dedication and leadership.



**March 7**

Facebook

We were wowed by The WOW Center Miami! It was a pleasure to bring unique art experience to their clients. #allkidsincludedmiami #inclusion Miami-Dade County Department of Cultural Affairs The Children's Trust



**March 12**

*Facebook*

Congratulations to our IT Intern Johnathan Pierre, a student of ITech Educational Center on being selected to be part of Elevate Leaders. Elevate Dade, in partnership with Big Brothers Big Sisters of Miami and Take Stock in Children Miami Dade.



**March 26**

*Facebook*

Sky received a special delivery today from The Children's Trust Book Club! It was exciting for her and she couldn't wait to read #TheChildrensTrustBookClub

## **Facebook Live segments**

**March 5**

Topic: Innovation Grant recipient Disability Independence Group, Inc. (DIG) discusses the project K-9 for kids at Kristi House and DIG presents: Animals Partners. Thank you, Officer Alex Engmann and Officer Roy (K9) of Coral Gables Police, for joining us.

Reach: 1,700