



# Media Report January & February 2021

Board Meeting: March 15, 2021

## Website Analytics

Pageviews (January)	2020	vs	2021
TheChildrensTrust.org	95,403		133,280
MiamiHeartGallery.org	23,736		28,902

  

Pageviews (February)	2020	vs	2021
TheChildrensTrust.org	87,945		129,979
MiamiHeartGallery.org	18,506		40,892

## January Media Stories

### January 8

WLRN

The Trust mentioned as funder in interview about Kristi's House Project Gold Program  
[Project GOLD is a program run by the Miami-based nonprofit Kristi House](#)

Reach: 273,000

### January 19

*The Miami Times*

[Exploring the roots and history of step](#)

The Trust is mentioned in article highlighting Norland High School's Dynasty Steppers former YTBD dance winners.

Reach: 27,500

### January 26

*Miami's Community Newspapers*

*Trust Staffer, Donovan Lee-Sin discusses upcoming Legislative session*

[Locals look to defend programs at risk of being cut or ignored](#)

Reach: 27,500

**January 26**

*Miami's Community Newspapers*

[South Florida Youth Symphony hosts a live performance](#)

Trust mentioned as SFYS program funder.

Reach: 52,300

**January 28**

*Patch.com*

*Trust Staffer, Donovan Lee-Sin discusses upcoming Legislative session*

[COVID-19 Looms Large Over Florida State Budget | Miami, FL Patch](#)

Reach: 50,100

**January 29**

*Univision 23 Noticias Al-Amanecer*

Trust Staffer, Sandra Camacho promotes the new season of Young Talent Big Dreams

**February 4**

*WMBM*

Trust Staffer, Sandra Camacho promotes the new season of Young Talent Big Dreams

**February 9**

*South Dade News Leader*

*Trust initiative YTBD's new season promoted*

[Young Talent, Big Dreams | Lifestyle | southdadeneewsleader.com](#)

Reach: 991

**February 9**

*The Miami Times*

*Trust initiative YTBD's new season promoted*

[Search for top talent continues in 2021 despite pandemic | Lifestyles | miamitimesonline.com](#)

Reach: 49,600

**February 13**

*Univision 23 Contigo en la Comunidad*

Trust Staffer, Sandra Camacho promotes the new season of Young Talent Big Dreams

**February 15**

*South Dade News Leader*

Trust mentioned as SFYS program funder

[Kiwanis Sponsors South Florida Youth Symphony Live Concert](#)

**February 15**

*Miami's Community Newspapers*

Miami-Dade Grade Level Reading Campaign receives Pacesetter Honors for its work in 2019

[Young Talent Big Dreams launches virtual search for Miami's top talent](#)

Reach: 60,100

**February 17***The Miami Times*

Trust Staffer, Donovan Lee-Sin featured in special Class of 2021 series

[Donovan Lee-Sin always supports Miami families | Next Generation of Dreamers](#)

Reach: 49,600

**February 17***The Miami Times*

Trust long-standing vendor, Da-venya Armstrong featured in special Class of 2021 series

[Faith and community drive Da-Venya Armstrong](#)

Reach: 49,600

**February 18***Patch.com*

Trust long-standing vendor, Da-venya Armstrong featured in special Class of 2021 series

[Faith And Community Drive Da-Venya Armstrong, Activist | Miami, FL Patch](#)

Reach: 107,000

**February 18***Patch.com*

Trust Staffer, Donovan Lee-Sin featured in special Class of 2021 series

[Donovan Lee-Sin Always Supports Miami Families, Stands Up For Social Justice](#)

Reach: 107,000

**February 20***Miami Herald*

Feature byline: Trust Staffer Lori Hanson

[Three things to help your child cope during the pandemic](#)

Reach: 6,073,000

## Social Media & Digital at a Glance

**January-March**

	<b>Followers</b>	<b>Impressions</b>
<b>Facebook</b>	105,871	209,471
	<b>Followers</b>	<b>Impressions</b>
<b>Twitter</b>	8,658	22,398
	<b>Followers</b>	<b>Impressions</b>
<b>Instagram</b>	21,827	n/a
	<b>Followers</b>	<b>Impressions</b>
<b>LinkedIn</b>	7,491	11,152



**January 18**

Facebook

Celebrating 44th annual Dr. Martin Luther King, Jr. Parade & Festivities. We encourage everyone to go beyond simple appreciation of the tenets of love and mutual cooperation that Dr. King espoused to actively live and promote those philosophies so that together, we can create a harmonious, equitable, and prosperous world.



**February 25**

Facebook

How cute is this baby?

He happily tuned in with his mom for our virtual Parent Club workshop. Mom was happy to learn strategies on how to manage parenting challenges in this pandemic and he was cheering her on! We know parenting during a pandemic is hard, but there is help out there! The Children's Trust Parent Club offers a number of free workshops in partnership with @fiuccf @pcit305 @bestrongintl to help you survive and thrive. Sessions are happening virtually all the time!



**February 26**

Facebook

"Muchas gracias 🙏 Recibí el 3er libro ayer! A mi niña le encantó gracias de verdad!" - Yanet Sanchez Cruz

Si conoces a un niño menor de 5 años que vive en el condado de Miami-Dade y que disfrutaría recibir un libro gratis cada mes, ¡dale el regalo de aprender!



**February 19**

Facebook

"Hi, I'm Omar. Thank you, The Children's Trust." - Book Club member Nancy Sosa and Son Omar

Join The Children's Trust Book Club to receive a new book every month in English or Spanish along with a guide for parents with activities, information and suggestions about how to share the book with their children.

## **Instagram & Facebook Live segments**

**Date:** January 26 - **Facebook Live**

**Guest:** Chandler Ferguson

**Topic:** #FightforLiteracy week in Miami

**Date:** February 11 – **Instagram Live**

**Guest:** Richard Shutes

**Topic:** Celebrating our amazing partner on 2/11 Day!

**Date:** February 24 - **Instagram Live**

**Guest:** Ximena Nunez w/ Lil Littlehouse Foundation

**Topic:** Do Good Feel Good Series

**Date:** February 25 - **Facebook Live**

**Guest:** Chief Community Services Officer of Miami-Dade County and 2020 David Lawrence Jr.

**Topic:** Celebrating Black History Month and honoring Chief Morris Copeland.