

Media Coverage Report

Monthly Results: November 2023

WEBSITE ANALYTICS

Website Pageviews	76,000
Prev. period	70,000

MEDIA OVERVIEW

19 Total Online + Print	2 Total Radio	1 Total TV	39,266,873 Total Audience Reach
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Top Media Highlights

Miami Herald - November 6, 2023

The inaugural Ensuring Economic Mobility Summit at Bilzin Sumberg's Brickell office featured participation from The Children's Trust President & CEO James Haj, Chief Public Policy and Engagement Officer Natalia Zea and Associate Director of Public Policy Amanda Gorski. The summit, part of the Miami Leadership Local initiative led by the Miami Herald in collaboration with the Miami Foundation and the Miami-Dade Beacon Council, aimed to address socioeconomic challenges in Miami-Dade County amid rapid growth. Focused on engaging the local business community, the initiative seeks practical solutions that can be easily adopted by public, private, and non-profit sectors to enhance livability for all residents.

[Click here to read/watch recap story in English](#)
[Click here to read/watch recap story in Spanish](#)

Type of Publication: Online + Print



Doral Family Journal - November 2023

The Children's Trust Director of Programs Rachel Spector discusses the affordability crisis related to child care.

[Click here to view](#)

This article also published in Spanish in the print version of the magazine.

[Click here to view on page 50](#)

Type of Publication: Online + Print



Community Newspapers - November 18, 2023

The Children's Trust President & CEO James Haj highlights various ways to comfort and help children through difficult world events, highlighting available Trust-funded resources.

This article was also published in print in the Coral Gables and South Miami neighborhood papers from the same publisher.

[Click here to view](#)

Type of Publication: Online + Print



Community Newspapers - November 1, 2023

The Children's Trust announcement of the \$8 million investment into community-based organizations who provide public benefits enrollment services published in various neighborhood sections of the publication.

[Click here to view](#)

Type of Publication: Online + Print



WLRN - November 13, 2023

Radio mention highlights The Children's Trust is inviting board nominations for individuals who have shown remarkable achievements and commitment to children and families in Miami-Dade County.

[Click here to listen](#)

Type of Publication: Radio

List of Additional Media Stories in November 2023

The Children's Trust is highlighted as a funder of the UM CAMAT program to provide free cognitive behavioral therapy for children and adolescents to about 80 families per year. With this funding, the program treats children under 12 with up to 24 weeks of free group therapy and children 13 and up with individual therapy.

- [Coral Gables Magazine](#)

The Children's Trust is acknowledged as a funder for the \$4.5 million grant awarded to Ten North Group, supporting the enhancement of Opa-Locka's community through children's art programs.

- [NBC6 Voices with Jawan](#)

The Children's Trust is mentioned as part sponsor of the South Florida Youth Symphony, which presented a free patriotic-themed concert in Homestead for Veteran's Day.

- [South Dade News Leader](#)

The Children's Trust is mentioned among one of the contributors tasked with identifying the top eight priorities in health needs in Miami-Dade County.

- [Miami Herald](#)

The Children's Trust is recognized as a partner in youth programming within the innovative new initiative, The Art of Wellness by NRVL, an official Art Basel Miami Beach affiliated event.

- [La Familia de Broward](#)

The Children's Trust is mentioned as a funder of free homework help and tutoring services in reading, math and science at the Miami-Dade County Library branch in Miami Lakes.

- [The Miami Laker](#)

SOCIAL MEDIA OVERVIEW



56K

October Total Followers

56K

November Total Followers

570,603

Total Impressions

Facebook Top Performing Posts

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Yesterday was #GiveMiamiDay and our Youth Advisory Committee (YAC) members along with The Children's Trust President ...	211	17	4	0	—	190
Last Friday was an incredible day celebrating the families who are opening their homes and hearts to adopt 27...	116	27	1	3	1	84
We are excited to announce that the Miami-Dade Grade Level Reading Campaign (MDGLR), hosted by The...	110	24	11	0	4	71
Grateful to the Sunshine Club for hosting today's early Thanksgiving feast! They've made our hearts as full as our plates! Join...	97	26	3	3	4	61
The annual Children's Trust Champions for Children Awards Ceremony is back and scheduled for April 2024. The Children's...	84	15	0	0	1	68



5K

October Total Followers

5K

November Total Followers

3,077

Total Impressions

X Top Performing Posts

Post Content	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
Recap of this year's @MiamiBookFair! The Children's Trust is honored and proud to support this annual event that exposes...	31	11	0	3	2	15	0
Are you interested in joining The Children's Trust Board of Directors? There is one vacancy for a gubernatorial appointment...	21	4	0	0	5	12	0
Attention firms, agencies and vendors in Miami-Dade County! Last week, The Trust released requests for proposals (RFPs) for...	16	5	0	2	1	8	0
Grateful to the Sunshine Club for hosting today's early Thanksgiving feast! They've made our hearts as full as our plates! Join...	12	3	0	1	0	8	0
The annual Children's Trust Champions for Children Awards Ceremony is back and scheduled for April 2024. The Children's...	12	3	0	2	1	6	0



15.2K

October Total Followers

15.5K

November Total Followers

65,437

Total Impressions

Instagram Top Performing Posts

<p>thechildrenstrust Sat 11/18/2023 6:18 pm EST</p> <p>That's a wrap on this year's @miamibookfair! The Children's Trust is honored and proud to support thi...</p>  <p>Total Engagements 424</p> <p>Likes 333</p> <p>Comments 13</p> <p>Shares 69</p> <p>Saves 9</p>	<p>thechildrenstrust Wed 11/29/2023 6:03 pm EST</p> <p>Who doesn't like free things, especially free books? Remember, there are more than 70 public...</p>  <p>Total Engagements 162</p> <p>Likes 123</p> <p>Comments 7</p> <p>Shares 25</p> <p>Saves 7</p>	<p>thechildrenstrust Fri 11/3/2023 4:16 pm EDT</p> <p>Attention all Miami-Dade County graduating seniors! It's National Scholarship Month, and we want to...</p>  <p>Total Engagements 99</p> <p>Likes 55</p> <p>Comments 0</p> <p>Shares 31</p> <p>Saves 13</p>	<p>thechildrenstrust Fri 11/17/2023 4:26 pm EST</p> <p>We are excited to announce that the Miami-Dade Grade Level Reading Campaign (MDGLR), hosted by The...</p>  <p>Total Engagements 90</p> <p>Likes 86</p> <p>Comments 4</p> <p>Shares —</p> <p>Saves 0</p>	<p>thechildrenstrust Fri 11/17/2023 9:26 am EST</p> <p>Yesterday was #GiveMiamiDay and our Youth Advisory Committee (YAC) members along with The Children's...</p>  <p>Total Engagements 56</p> <p>Likes 54</p> <p>Comments 1</p> <p>Shares —</p> <p>Saves 1</p>
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6.4K

October Total Followers

6.5K

November Total Followers

14,572

Total Impressions

LinkedIn Top Performing Posts

<p>The Children's Trust of... Fri 11/17/2023 2:04 pm EST</p> <p>The Children's Trust's Associate Director for Public Policy Amanda Gorski joined the Greater Miami...</p>  <p>Total Engagements 381</p> <p>Reactions 37</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Clicks (All) 343</p>	<p>The Children's Trust of... Mon 11/20/2023 3:36 pm EST</p> <p>Last Friday was an incredible morning celebrating the families who are opening their homes and hearts to...</p>  <p>Total Engagements 249</p> <p>Reactions 74</p> <p>Comments 2</p> <p>Shares 2</p> <p>Post Clicks (All) 171</p>	<p>The Children's Trust of... Wed 11/15/2023 3:59 pm EST</p> <p>Grateful to the Sunshine Club for hosting today's early Thanksgiving feast! They've made our hearts as fu...</p>  <p>Total Engagements 188</p> <p>Reactions 36</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Clicks (All) 152</p>	<p>The Children's Trust of... Sat 11/18/2023 6:39 pm EST</p> <p>Recap of this year's Miami Book Fair! The Children's Trust is honored and proud to support this annual event...</p>  <p>Total Engagements 177</p> <p>Reactions 26</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Clicks (All) 151</p>	<p>The Children's Trust of... Wed 11/8/2023 7:00 pm EST</p> <p>Thank you Senator Rene Garcia, Danielle Cohen Higgins for County Commissioner and the entire Miami...</p>  <p>Total Engagements 173</p> <p>Reactions 84</p> <p>Comments 1</p> <p>Shares 2</p> <p>Post Clicks (All) 86</p>
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