

Media Coverage Report

Monthly Results: June 2023



WEBSITE ANALYTICS

| | |
|-------------------|---------|
| Website Pageviews | 96,078 |
| To prev. period | 180,633 |

MEDIA OVERVIEW

| | | |
|----------------|------------------|----------------------|
| 10 | 2 | 14,058,592 |
| Total Articles | Total TV + Radio | Total Audience Reach |

Top Media Highlights

WMBM - June 1, 2023

Be Strong International, a Trust-funded organization, was interviewed on their parenting program focusing specifically on fathers.

[Click here to listen](#)

Reach: 1.5M

Type of Publication: Radio

Univision - June 5, 2023

The Children's Trust Director of Communications Ximena Nunez speaks about this year's summer camp opportunities.

[Click here to view](#)

Reach: 12M

Type of Publication: Online + TV



NBC 6 - June 7, 2023

The Children's Trust Chief Programs Officer Juliette Fabien shares information about summer camp opportunities.

[Click here to view](#)

Reach: 73.2K

Type of Publication: Online + Print



VSS Hour - June 11, 2023

En Familia, a Trust-funded organization, was invited to speak about effective parenting skills and the services En Familia offers.

[Click here to view](#)

Reach: 1.3K

Type of Publication: Online



Local 10 - June 21, 2023

Story mentions what to expect at The Children's Trust Family Expo at new indoor locations this year.

[Click here to view](#)

Reach: 114.1k

Type of Publication: Online



South Dade News Leader - June 23, 2023

South-Dade local newspaper highlights The Children's Trust funding announcement for parenting and family strengthening programs.

[Click here to view](#)

Reach: 24K

Type of Publication: Online + Print



NBC 6 - June 23, 2023

Amigos for Kids, a Trust-funded organization, was interviewed about its nurturing parenting program as a recipient of new grants.

[Click here to view](#)

Reach: 1.6M

Type of Publication: Online + TV



Full List of Media Stories in June 2023

Trust-funded organizations are highlighted as part of the release of the new grants for parenting and family strengthening programs expanding services for prenatal to adolescence stages, fatherhood initiatives and vital mental health.

- [NBC 6](#) (Online + TV)
- [South Dade News Leader](#) (Online & Print)

The Children's Trust Director of Communications Ximena Nunez and Chief Programs Officer Juliette Fabien, share information about this year's summer camp opportunities. 'Summer 305', a collaborative effort between The Trust and Miami-Dade County Public Schools, was also highlighted.

- [Miami Herald](#)
- [Univision 23](#)
- [Local 10](#)
- [Conectados con Daisy - Telemundo](#)

The Children's Trust, presenting sponsor of the Young Talent Big Dreams competition, was mentioned when the 2023 winners were announced.

- [Community Newspapers](#)

Trust-funded program YMCA announces funding received as part of the Youth Development Initiative.

- [Community Newspapers](#)

Story highlights The Children's Trust Family Expo dates for this summer with new indoor activations and other immersive experiences.

- [Local 10](#)

The Trust is mentioned as a funder of Miami-Dade County Department of Cultural Affairs' All Kids Included (AKI) initiative, which launched healing arts experiences to support emotional wellness.

- [South Dade News Leader](#)

Injury Free Coalition for Kids Miami, a program funded by The Children's Trust, is featured in an article about preventative measures for gun-related injuries.

- [The Miami Times](#)

SOCIAL MEDIA OVERVIEW



55K

May Total Followers






55K

June Total Followers

1,999,300

Total Impressions

Facebook Top Performing Posts

| | | | | |
|--|---|---|--|--|
| <p>The Children's Trust Mon 6/5/2023 2:52 pm EDT</p> <p>The Miami-Dade Grade Level Reading Partners kicked off the Summer Battle of the Books by curating 1200 student bag...</p>  | <p>The Children's Trust Tue 6/6/2023 3:44 pm EDT</p> <p>School's out! Still don't have plans for the summer? The Children's Trust funds over 270 summer programs available at low o...</p>  | <p>The Children's Trust Mon 6/12/2023 2:29 pm EDT</p> <p>Thank you Daisy Ballmajor! Daisy had the opportunity to sit down with Trust-funded providers and our Director of...</p>  | <p>The Children's Trust Wed 6/21/2023 7:09 pm EDT</p> <p>Join The Children's Trust Books for Free and Miami Book fair at the Caribbean Islands event this Saturday, June 24, at...</p>  | <p>The Children's Trust Mon 6/5/2023 5:32 pm EDT</p> <p>Florida's Parents of Murdered Children held their annual All White Prayer Breakfast in honor of survivors who lost...</p>  |
| Total Engagements 191 | Total Engagements 187 | Total Engagements 131 | Total Engagements 122 | Total Engagements 113 |
| Reactions 58 | Reactions 31 | Reactions 6 | Reactions 22 | Reactions 9 |
| Comments 4 | Comments 2 | Comments 1 | Comments 2 | Comments 0 |
| Shares 1 | Shares 6 | Shares 1 | Shares 1 | Shares 2 |
| Post Link Clicks 8 | Post Link Clicks 46 | Post Link Clicks 10 | Post Link Clicks — | Post Link Clicks — |
| Other Post Clicks 120 | Other Post Clicks 102 | Other Post Clicks 113 | Other Post Clicks 97 | Other Post Clicks 102 |



5K

May Total Followers






5K

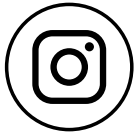
June Total Followers

4,306

Total Impressions

Twitter Top Performing Posts

| | | | | |
|--|--|--|---|---|
| <p>@childrenstrust Tue 6/13/2023 5:31 pm EDT</p> <p>United Way of Miami Public Policy Committee hosted their 2023 Florida Legislative Wrap Up Session with...</p>  | <p>@childrenstrust Tue 6/20/2023 9:59 am EDT</p> <p>A great community conversation this morning, hosted by @CommunityNewspapers, featuring...</p>  | <p>@childrenstrust Tue 6/20/2023 2:01 pm EDT</p> <p>Introducing #Trustuesday, where we highlight a Trust-funded program that nurtures young hearts and minds. Up...</p>  | <p>@childrenstrust Sun 6/18/2023 1:24 pm EDT</p> <p>Wishing all the fathers and father figures a Happy Father's Day. Thank you for your tireless dedication, sacrifices, and...</p>  | <p>@childrenstrust Mon 6/26/2023 10:15 am EDT</p> <p>Thank you @AspaSouthFla for honoring us with the prestigious Public Service Organization of the Year Award. It's a...</p>  |
| Total Engagements 36 | Total Engagements 27 | Total Engagements 22 | Total Engagements 18 | Total Engagements 17 |
| Likes 7 | Likes 6 | Likes 7 | Likes 7 | Likes 0 |
| @Replies 0 | @Replies 0 | @Replies 1 | @Replies 1 | @Replies 0 |
| Retweets 2 | Retweets 0 | Retweets 2 | Retweets 1 | Retweets 0 |
| Post Link Clicks — | Post Link Clicks — | Post Link Clicks 0 | Post Link Clicks — | Post Link Clicks — |
| Other Post Clicks 27 | Other Post Clicks 21 | Other Post Clicks 12 | Other Post Clicks 9 | Other Post Clicks 17 |
| Other Engagements 0 | Other Engagements 0 | Other Engagements 0 | Other Engagements 0 | Other Engagements 0 |



14.4K
May Total Followers

14.5K
June Total Followers

187,675
Total Impressions

Instagram Top Performing Posts

| | | | | |
|--|--|---|--|---|
| <p>thechildrenstrust Mon 6/5/2023 2:52 pm EDT</p> <p>The Miami-Dade Grade Level Reading Partners kicked off the Summer Battle of the Books by curating 1200 student bag...</p> <p>Total Engagements 130</p> <p>Likes 124</p> <p>Comments 3</p> <p>Saves 3</p> | <p>thechildrenstrust Wed 6/21/2023 7:08 pm EDT</p> <p>Join The Children's Trust Books for Free and @miamibookfair at the Caribbean Islands event this Saturday, June 24, at...</p> <p>Total Engagements 64</p> <p>Likes 63</p> <p>Comments 1</p> <p>Saves 0</p> | <p>thechildrenstrust Tue 6/13/2023 5:18 pm EDT</p> <p>FILU - Engaging Latino Communities in Education (ENLACE) program provides engaging and fun after-school STEM...</p> <p>Total Engagements 59</p> <p>Likes 58</p> <p>Comments 0</p> <p>Saves 1</p> | <p>thechildrenstrust Tue 6/20/2023 1:37 pm EDT</p> <p>Introducing #TrustTuesday! Parent and caregivers, join us every week as we highlight a Trust-funded program and...</p> <p>Total Engagements 55</p> <p>Likes 49</p> <p>Comments 5</p> <p>Saves 1</p> | <p>thechildrenstrust Mon 6/12/2023 2:36 pm EDT</p> <p>Thank you @daisyballmajor! Daisy had the opportunity to chat with Trust-funded providers and our Director of...</p> <p>Total Engagements 55</p> <p>Likes 55</p> <p>Comments 0</p> <p>Saves 0</p> |
|--|--|---|--|---|



6K
May Total Followers

6K
June Total Followers

13K
Total Impressions

LinkedIn Top Performing Posts

| | | | | |
|--|---|---|---|---|
| <p>The Children's Trust of M... Thu 6/1/2023 10:12 am EDT</p> <p>Thank you to The Trust's Sunshine Club for hosting yesterday's #OfficePizzaParty! Join our team!</p> <p>Total Engagements 867</p> <p>Reactions 29</p> <p>Comments 2</p> <p>Shares 3</p> <p>Post Clicks (All) 833</p> | <p>The Children's Trust of M... Mon 6/5/2023 5:18 pm EDT</p> <p>Florida's Parents of Murdered Children held their annual All White Prayer Breakfast in honor of survivors who los...</p> <p>Total Engagements 386</p> <p>Reactions 16</p> <p>Comments 1</p> <p>Shares 0</p> <p>Post Clicks (All) 369</p> | <p>The Children's Trust of M... Tue 6/20/2023 9:56 am EDT</p> <p>A great community conversation this morning, hosted by Miami's Community Newspapers, featuring Anthony...</p> <p>Total Engagements 222</p> <p>Reactions 36</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Clicks (All) 185</p> | <p>The Children's Trust of M... Mon 6/5/2023 2:52 pm EDT</p> <p>The Miami-Dade Grade Level Reading Partners kicked off the Summer Battle of the Books by curating 1200 student ba...</p> <p>Total Engagements 177</p> <p>Reactions 47</p> <p>Comments 2</p> <p>Shares 0</p> <p>Post Clicks (All) 128</p> | <p>The Children's Trust of M... Mon 6/12/2023 2:42 pm EDT</p> <p>Thank you Daisy Ballmajor! Daisy had the opportunity to chat with Trust-funded providers and our Director of...</p> <p>Total Engagements 72</p> <p>Reactions 18</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Clicks (All) 53</p> |
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