## Month at a Glance

### Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>53,005</td>
<td>2,400</td>
</tr>
<tr>
<td>Twitter</td>
<td>4,097</td>
<td>553</td>
</tr>
<tr>
<td>Instagram</td>
<td>5,320</td>
<td>1,700</td>
</tr>
<tr>
<td>Linkedin</td>
<td>3,010</td>
<td>16,100 (post impressions)</td>
</tr>
</tbody>
</table>

### Website Traffic

<table>
<thead>
<tr>
<th>Website</th>
<th>Pageviews</th>
<th>vs</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TheChildrensTrust.org (January)</td>
<td>87,945</td>
<td></td>
<td>113,590</td>
</tr>
<tr>
<td>MiamiHeartGallery.org (January)</td>
<td>18,506</td>
<td></td>
<td>23,670</td>
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</tbody>
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Media Stories

**February 2**
*Miami Herald*
Feature byline: Trust Staffer Bevone Ritchie
Reach: 5,034,000,00
[How to Help Your Kids Focus](#)

*The Children’s Trust Website*
Learning Good Parenting by Watching Novelas!
Board Meeting Review: Trust Partners with Univision
[Learn Good Parenting By Watching Novelas!](#)

*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](#)

*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](#)

Social Media

**January 8**
*Facebook*

“This is how you are going to make your business work,” explains Executive Director Ebony Jackson of *The Resource Room*, to a group of middle and high schoolers who take part in The Trust Funded-program Youth Enrichment program (YEN). #WeAreTCT
<table>
<thead>
<tr>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 10</td>
<td>In solidarity with The Office of the State Attorney – Katherine Fernandez Rundle and other countywide community partners to combat #HumanTrafficking on Jan 11. #HumanTraffickingDay #WearBlueDay #FixItStopIt #EndHumanTrafficking</td>
</tr>
<tr>
<td>January 9</td>
<td>The Parent Club, Funded/Sponsored by The Children’s Trust &amp; University of Miami #WeRiseReads This Parent workshop focused on ways to strengthen the parent-child interaction and use positive attention to promote appropriate child’s behavior.</td>
</tr>
<tr>
<td>January 13</td>
<td>Gang Alternative, Inc. will celebrate 15 years of “Building Character That Lasts” through holistic program offerings to individuals, families, and communities in South Florida.</td>
</tr>
<tr>
<td>January 14</td>
<td>Raising Competent, Confident Children Parent Workshop held at Greater Miami Youth Symphony. #ParentClub</td>
</tr>
</tbody>
</table>
January 17  
Facebook

At the 39th Annual West Perrine Dr. Martin Luther King, Jr. Holiday Celebration in honor of the life and legacy of the civil rights champion. Thank you to The West Perrine Community Development Corporation and city partners for inviting us to the celebration. #MLK

January 18  
Facebook

At The 39th Annual West Perrine MLK Battle of the Bands. It was truly an honor to watch some of the best marching bands from Miami-Dade, Broward and Palm Beach counties celebrate the legacy of Dr. Martin Luther King, Jr. #MLKDay #MLKWeekend

January 20  
Facebook

It was an honor to witness Wilson Scholars receive their medallion as we celebrated the life of Dr. Martin Luther King Jr. at the 5000 Role Model of Excellence Project of Excellence Foundation’s 27th Annual MLK Scholarship Breakfast. #MLKDay2020
We gathered with the children and families of Miami-Dade County to honor Dr. Martin Luther King Jr. during the 43rd annual MLK Day Parade. #MLKDay2020

75th anniversary of the liberation of Auschwitz. We join in solidarity with Jewish Community Services of South Florida (JCS) and World Jewish Congress in the global #WeRemember campaign in honor of International HolocaustRemembranceDay.

Facebook Live segments

January 14
Guest: We’re live at FIU Center for Children and Families, Parent Club workshop. In this workshop, parents are introduced to the five key principles of positive parenting that form the basis of Triple P.
Reach: 1,100

January 26
We are here live for the 10th anniversary of Young Talent Big Dreams, season opening auditions.
Reach: 946

January 29
Guest: We’re at The Code Explorers program, Miami Empathy Tech, a recipient of our Innovation Fund. Code Explorers was awarded an Innovation Grant to develop the first sustainability with empathy curriculum to teach students 3D VRAR computer programming skills and storytelling to create virtual/augmented reality content and educate youth on the United Nations Sustainable Development Goals.
Reach: 425

This report (with live links) may be downloaded from Board & Committee Meetings page on our website.
January 30
Guest: Carolina Panthers Cornerback James Bradberry joins The Children’s Trust to Meet, Greet and Inspire Miami-Dade County youth at Moore Park Ahead of Super Bowl LIV. Thank you, Miami Youth Hurricanes, for hosting this amazing event!
Reach: 629

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