



Media Report

February 2020

Board Meeting: Tuesday, February 18, 2020

Month at a Glance

Social Media

	Followers	Engagement
Facebook	53,005	2,400
Twitter	4,097	553
Instagram	5,320	1,700
Linkedin	3,010	16,100 (post impressions)

Website Traffic

	Pageviews	vs	2019
TheChildrensTrust.org (January)	87,945		113,590
MiamiHeartGallery.org(January)	18,506		23,670

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](#)



January 10

Facebook

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](#)



January 9

Facebook

The Parent Club, Funded/Sponsored by The Children's Trust & 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.



January 13

Facebook

Gang Alternative, Inc. will celebrate 15 years of "Building Character That Lasts" through holistic program offerings to individuals, families, and communities in South Florida.



January 14

Facebook

Raising Competent, Confident Children Parent Workshop held at Greater Miami Youth Symphony. [#ParentClub](#)



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](#)

	<p>January 20 Facebook</p> <p>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</p>
	<p>January 27 Facebook</p> <p>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.</p>

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



Media Report

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