MEDIA COVERAGE REPORT

THE CHILDREN'S TRUST | NURTURING GREATNESS

December 2025

Website Pageviews:
15, 476

Prev. Period
17,534

MEDIA OVERVIEW

30	2	0	89,159,333
Online + Print	Radio	TV	Total Audience Reach

Miami Herald

The Children's Trust Book Club proudly celebrated its fifth year participating in the Miami Book Fair. Families participated in activities at the booth while learning about the program.

Date: December 24, 2025

Type of Publication: Online

Published in the Miami Herald and MSN.

Miami's Community Newspaper

The article highlighted the launch of the Central Dade Arts Alliance by Arts Access Miami. The Children's Trust was mentioned among the organizations funding art education in public schools.

Date: December 1, 2205

Type of Publication: Print & Online

MEDIA COVERAGE REPORT

December 2025

Published in Miami's Community Newspaper.

WLRN

The Arts Access Miami initiative, a coalition of arts organizations, aims to serve more than 90,000 students across over 100 schools by 2028. The Children's Trust was identified as one of the organizations helping to accomplish this goal.

Date: December 8, 2025

Type of Publication: Online

Published by WLRN and The Miami Times

OTHER MEDIA MENTIONS

- The Children's Trust was featured in a list of the top ten political stories from South Florida in 2025. Governor Ron DeSantis appointed numerous judges throughout the tri-county area and appointed board members at the Children's Trust of Miami-Dade and other organizations. Published in Florida Politics.
- The article examines how the proposed Florida property tax changes could impact Key Biscayne. The article focuses primarily on local government, but The Children's Trust is also mentioned as one of the organizations that could be affected by these changes. Published in Islander News.

- The Democratic candidate for District 113 discussed her goals, including creating an “Elder” or “Senior Trust” like the Children’s Trust to support Miami-Dade’s elder community (Spanish.) Published by Diario Las Americas
- The article mentioned The Children’s Trust while highlighting Jorge A. Plasencia, the recipient of the 2025 Champions for Children Excellence in Advocacy Award. Published by Hispanic Executive.

MEDIA COVERAGE REPORT

December 2025

SOCIAL MEDIA OVERVIEW

55K	55K	101K
Prev. Period Followers	Current Followers	Total Impressions

FACEBOOK TOP PERFORMING POSTS

The Children's Trust
Sun 12/14/2025 8:00 pm EST

Happy Hanukkah! As the Festival of Lights begins, we wish families across our community a celebration of hope, joy, and...

Total Engagements	20
Reactions	11
Comments	0
Shares	3
Post Link Clicks	—
Other Post Clicks	6

The Children's Trust
Fri 12/26/2025 7:00 am EST

Happy Kwanzaa! This special time is a celebration of community, culture, and shared values. At The Children's Trust, we...

Total Engagements	7
Reactions	6
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	0

The Children's Trust
Thu 12/25/2025 7:00 am EST

The Children's Trust wishes you and your families a very Merry Christmas! 🎄 🎁 Thank you to our partners, providers, and...

Total Engagements	3
Reactions	3
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	0

The Children's Trust
Mon 12/22/2025 12:06 pm EST

Capitol Connection is back for Florida's 2026 Legislative Session. Catch up on highlights from all six committee weeks as...

Total Engagements	2
Reactions	1
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	1

The Children's Trust
Tue 12/16/2025 4:14 pm EST

Thank you, Book Club members! 💚 🙏 The thoughtful engagement and positive feedback to OnlyInDade's post about The...

Total Engagements	2
Reactions	2
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	0

MEDIA COVERAGE REPORT

December 2025

5K	5K	1K
Prev. Period Followers	Current Followers	Total Impressions

TWITTER TOP PERFORMING POSTS

@childrenstrust
Thu 12/25/2025 7:00 am EST

The Children's Trust wishes you and your families a very Merry Christmas! 🎄 🎁 Thank you to our partners,...

Total Engagements	5
Likes	2
@Replies	0
Reposts	1
Post Link Clicks	—
Other Post Clicks	2
Other Engagements	0

@childrenstrust
Mon 12/22/2025 12:06 pm ...

Capitol Connection is back for Florida's 2026 Legislative Session. Catch up on highlights from all six...

Total Engagements	4
Likes	1
@Replies	0
Reposts	1
Post Link Clicks	2
Other Post Clicks	0
Other Engagements	0

@childrenstrust
Fri 12/26/2025 7:00 am EST

Happy Kwanzaa! This special time is a celebration of community, culture, and shared values. At The Children's...

Total Engagements	2
Likes	1
@Replies	0
Reposts	0
Post Link Clicks	—
Other Post Clicks	1
Other Engagements	0

@childrenstrust
Tue 12/16/2025 4:14 pm EST

Thank you, Book Club members! 💚 🙏 The thoughtful engagement and positive feedback to OnlyInDade's...

Total Engagements	2
Likes	2
@Replies	0
Reposts	0
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0

@childrenstrust
Sun 12/14/2025 8:00 pm EST

Happy Hanukkah! As the Festival of Lights begins, we wish families across our community a celebration of hop...

Total Engagements	1
Likes	1
@Replies	0
Reposts	0
Post Link Clicks	—
Other Post Clicks	0
Other Engagements	0

MEDIA COVERAGE REPORT

December 2025

20K	23K	92K
Prev. Period Followers	Current Followers	Total Impressions

INSTAGRAM TOP PERFORMING POSTS

thechildrenstrust
Sun 12/14/2025 8:00 pm EST

Happy Hanukkah! As the Festival of Lights begins, we wish families across our community a celebration of hop...

Total Engagements	19
Likes	16
Comments	0
Shares	3
Saves	0

thechildrenstrust
Fri 12/26/2025 7:00 am EST

Happy Kwanzaa! This special time is a celebration of community, culture, and shared values. At The Children's...

Total Engagements	16
Likes	14
Comments	0
Shares	2
Saves	0

thechildrenstrust
Thu 12/25/2025 7:00 am EST

The Children's Trust wishes you and your families a very Merry Christmas! 🎄 🎁 Thank you to our partners,...

Total Engagements	14
Likes	11
Comments	1
Shares	2
Saves	0

thechildrenstrust
Wed 12/17/2025 2:08 pm EST

This holiday season, it's the moments with our kids, not the presents under the tree, that they'll remember most....

Total Engagements	12
Likes	9
Comments	0
Shares	3
Saves	0

thechildrenstrust
Tue 12/16/2025 8:17 pm EST

Thank you, Book Club members! 💚 🙏 The thoughtful engagement and positive feedback to **@onlyindade**'s...

Total Engagements	11
Likes	11
Comments	0
Shares	0
Saves	0

MEDIA COVERAGE REPORT

December 2025

9K	9.5K	8K
Prev. Period Followers	Current Followers	Total Impressions

LINKEDIN TOP PERFORMING POSTS

The Children's Trust of ...
Mon 12/22/2025 12:06 pm EST

Capitol Connection is back for Florida's 2026 Legislative Session. Catch up on highlights from all six...

Total Engagements	19
Reactions	6
Comments	0
Shares	2
Post Clicks (All)	11

The Children's Trust of ...
Thu 12/25/2025 7:00 am EST

The Children's Trust wishes you and your families a very Merry Christmas! 🎄 🎁 Thank you to our partners,...

Total Engagements	14
Reactions	10
Comments	0
Shares	1
Post Clicks (All)	3

The Children's Trust of ...
Sun 12/14/2025 8:00 pm EST

Happy Hanukkah! As the Festival of Lights begins, we wish families across our community a celebration of hop...

Total Engagements	8
Reactions	5
Comments	0
Shares	0
Post Clicks (All)	3

The Children's Trust of ...
Fri 12/26/2025 7:00 am EST

Happy Kwanzaa! This special time is a celebration of community, culture, and shared values. At The Children's...

Total Engagements	5
Reactions	4
Comments	0
Shares	0
Post Clicks (All)	1