

# MEDIA COVERAGE REPORT



January 2026

Website Pageviews:  
27,600

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Prev. Period  
15,476

## MEDIA OVERVIEW

<b>46</b> Online + Print	<b>1</b> Radio	<b>8</b> TV	<b>21,997,761</b> Total Audience Reach
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### Miami Herald

The Children's Trust, in partnership with Miami-Dade County Public Schools and the Florida Department of Health in Miami-Dade, announced in a news conference the expansion of HealthConnect in our Schools.

Date: January 13, 2026

Type of Publication: Print, Online & TV

Published in the [Miami Herald](#), [El Nuevo Herald](#), [Local 10](#), [Local 10](#), [Miami Times](#), and [WLRN](#).

# Miami Herald



### Miami Herald

The Children's Trust's President & CEO James R. Haj was quoted in an article highlighting the child care economic issue in Miami-Dade County.

Date: January 15, 2026

Type of Publication: Print & Online

Published in the [Miami Herald](#).

# Miami Herald



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## **Florida Politics**

Miami Dade College President Madeline Pumariega authored an article highlighting The Children's Trust's impact on students' college and career readiness, referencing several Trust-funded programs and initiatives that support student success.

Date: February 6, 2026

Type of Publication: Online

Published in [Miami's Community News](#) and [Florida Politics](#).



## **OTHER MEDIA MENTIONS**

- The Children's Trust was featured in Go Latinos Magazine in an article highlighting The Children's Trust Book Club. Published in [GO! Latinos Magazine](#).
- The article offers an in-depth overview of the new HealthConnect expansion, featuring a quote from The Children's Trust's President & CEO James R. Haj. Published on [Local 10 News](#).
- The Children's Trust was mentioned as the funder of Family Central in an interview about foster care programs and the importance of early education for children's development. Aired on [HOT 105](#).



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January 2026

## SOCIAL MEDIA OVERVIEW



**55K**  
Prev. Period Followers

**55K**  
Current Followers

**836,322**  
Total Impressions

## FACEBOOK TOP PERFORMING POSTS

Post Title	Engagement Rate (per View)	Views	Engagements
Releasing Soon! This Invitation to Negotiate (ITN) will fund multiple entities, up to \$100,000 each, for innovative projects...	4.9%	994	49
Just Released! This Invitation to Negotiate (ITN) will fund multiple entities, up to \$100,000 each, for innovative projects...	3.6%	419	15
The average homeowner in Miami-Dade contributes about \$83.03 per year, about \$1.60 a week, to fund more than 300...	3.4%	237	8
Welcome back to another edition of #TrustTuesday! This week, we are excited to highlight Kayleen's Learning Center, a chil...	2.1%	376	8
Happy New Year from The Children's Trust! Together, we had a fantastic year in 2025 and hope to have an even better one...	2%	737	15



# MEDIA COVERAGE REPORT



January 2026



**5K**  
Prev. Period Followers

**5K**  
Current Followers

**1.2K**  
Total Impressions

## TWITTER TOP PERFORMING POSTS

Post Content	Engagement Rate (per Impression)	Impressions	Engagements
<p>The average homeowner in Miami-Dade contributes about \$83.03 per year, about \$1.60 a week, to fund more than 300...</p>	20%	15	3
<p>Just Released! This Invitation to Negotiate (ITN) will fund multiple entities, up to \$100,000 each, for innovative projects...</p>	14.7%	34	5
<p>On this special day, our community comes together to honor Dr. Martin Luther King, Jr. and reflect on how his achievements...</p>	11.1%	45	5
<p>It's Literacy Week! 📖👤 At The Children's Trust, we know literacy is the foundation for lifelong success. From early childhood...</p>	10.9%	55	6
<p>Releasing Soon! This Invitation to Negotiate (ITN) will fund multiple entities, up to \$100,000 each, for innovative projects...</p>	10.8%	37	4



# MEDIA COVERAGE REPORT



January 2026



**23K**  
Prev. Period Followers

**23K**  
Current Followers

**254,502**  
Total Impressions

## INSTAGRAM TOP PERFORMING POSTS

Post Content	Engagement Rate (per View)	Views	Engagements
<p>In just one year, a \$10.5 million investment by The Children's Trust of Miami-Dade County leveraged \$59.1 million in public...</p>	5.1%	606	31
<p>Releasing Soon! This Invitation to Negotiate (ITN) will fund multiple entities, up to \$100,000 each, for innovative projects...</p>	4.6%	2,564	117
<p>Did you know that nearly 50,000 children across Miami-Dade, from birth to age 5, are building a love of reading through The...</p>	4.1%	483	20
<p>The average homeowner in Miami-Dade contributes about \$83.03 per year, about \$1.60 a week, to fund more than 300...</p>	3.3%	1,004	33
<p>Just Released! This Invitation to Negotiate (ITN) will fund multiple entities, up to \$100,000 each, for innovative projects...</p>	3%	1,840	56



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January 2026



**9.5K**  
Prev. Period Followers

**9.6K**  
Current Followers

**10,683**  
Total Impressions

## LINKEDIN TOP PERFORMING POSTS

Post Title	Date	Engagement Rate (per Impression)	Impressions	Engagements
Pierre, Gigi, and the rest of the Book Club family would like to wish you a happy #LiteracyWeek! The Children's Trust...	Thu 1/29/2026 1:39 pm EST	11.2%	152	17
Through The Children's Trust of Miami-Dade, more than 32,000 young children receive high-quality early learning support...	Thu 1/22/2026 2:41 pm EST	10.9%	411	45
Another edition of #TrustTuesday is here! This week, we are excited to highlight Homestead Youth Arts Center (HYAC), a...	Tue 1/13/2026 7:00 am EST	9.7%	227	22
Just Released: This Invitation to Negotiate (ITN) will fund multiple entities, up to \$100,000 each, for innovative projects...	Tue 1/27/2026 10:00 am EST	9.6%	1,385	133
It's Literacy Week! At The Children's Trust, we know literacy is the foundation for lifelong success. From early childhood...	Mon 1/26/2026 8:00 am EST	8.9%	225	20

