



2021 Media Report



PRESS HITS

237

Earned Media from 2020-2021

National Media Recognition:



The Atlantic

The New York Times

THE NEW YORKER

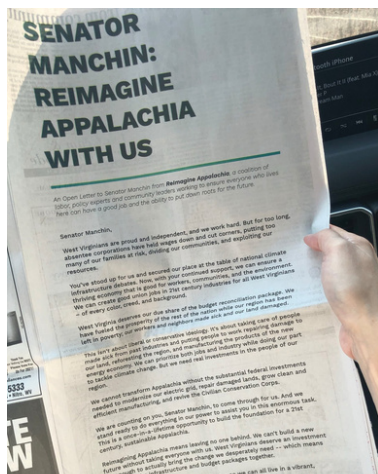


The Washington Post

E&E NEWS

Paid Advertisements:

Our Dear Manchin letter in the Sunday Charleston Gazette-Mail



Notable OpEd:

Our 4-state AFL-CIO Presidents OpEd that ran in multiple Gannett papers



METRICS SNAPSHOT

TWITTER

1571 followers
with 833 new
contacts

INSTAGRAM

815 followers
with 501 new
contacts

FACEBOOK

1191 followers
with 511 new
contacts

LINKEDIN

222 followers
with 161 new
contacts

We have more than doubled our social media following this past year

VIDEOS

We worked with a videographer to create original content

Videos were boosted via Facebook Ads and attached to an action alert



Local Government Outreach

6.3k views



Civilian Climate Corps

3.2k views



Campaign Video

31.5k views

EMAIL HIGHLIGHTS

32%

Email Open Rate

the average open-rate of all industries is around 21.8%

1861

Subscribers

we have attained one third (512) of our subscribers from this past year

Top Issues based on click-rates:

1. Repairing the Damage Series
2. Build Back Better support
3. Civilian Climate Corps

KEY TAKEAWAYS

Our most effective social media tactics include:

- Paid Facebook posts
- Twitter threads with visual graphics
- Video content (no longer than 2-minutes)
- Paid newspaper advertisements

In 2021, we held 45 events with more than 15,000 views, working with over 50 organizational partners!