



# Connecticut Paid Leave

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OUTREACH & ENGAGEMENT QUARTERLY UPDATE  
JANUARY 9, 2025

# 2024 Recap



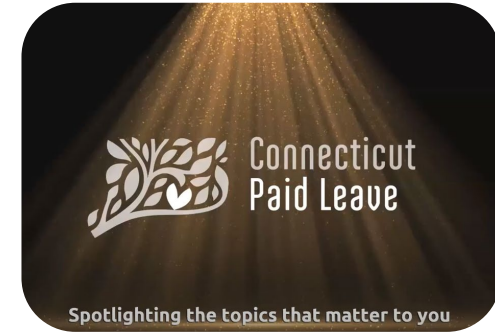
72 in-person  
events/appearances



30 press  
releases/media  
advisories issued



24 *Paid Leave Podcast*  
episodes



12 *Paid Leave Spotlight*  
Videos



8 *Five Minutes of  
Impact* Segments



24 Interviews/news  
stories



63 meetings with new  
partners

# 2024 Website and Digital Summary

## Website

- 2.39M Sessions (up 12% YOY)
- 873,000 users (down 2% YOY)
- 10.97M pageviews (up 28% YOY)

## Most viewed pages

- Claims: How to Apply
- How CT Paid Leave Works: CT Paid Leave and FMLA
- For Businesses and Employers: I am an Employer

## Google Top Keywords:

- CT Paid Leave
- FMLA
- What is Connecticut Paid Leave
- FMLA CT
- CT Paid Leave business

## Digital Ads

- 4.2M Impressions
- Included display, OTT/CTV, streaming audio, video pre-roll
- 0.54% CTR

# 2024 Social Summary

## Facebook/Instagram

- 7.03M Impressions
- Employer videos performed best, with CTR from 2.38-4.35%
- “Good” CTR is 2-5%

## TikTok

- 4.58M Impressions
- UGC content performed well
- UGC CTRs were mostly from 1.07-3.76%
- “Good” CTR for TikTok is above 1%

## LinkedIn

- 784K Impressions
- 0.89% CTR
- “Good” CTR is 0.5-1%

## YouTube:

- 930k views (up 34% YOY)
- 95 videos published
- Top Playlists
  - #1: Paid Leave Podcast (45%)
  - #2: Paid Leave Spotlight (22%)
  - #3: Testimonials (18%)

# 2024 Media Summary

## Radio

- 28 stations blanketing the state, both English and Spanish language

## TV

- WFSB, WTNH, Fox 61
- Telemundo, Univision, Unimas

## Outdoor

- Digital boards were shown on CT highways over 2M times

## Print

- Ads in 4 publications
- 12 articles authored by CT Paid Leave

# Looking ahead

Date	Event
1/14/25	SBA Resource Fair in Torrington
1/29/25	2025 Farm Manager's Summit at Chrysalis Center (Hartford)  <i>*CT Paid Leave will participate in breakout sessions regarding legal obligations with representatives from DOL, Access Health, and MyCTSAvings</i>
2/10/25	Erin will appear on WFSB's <i>Great Day</i> program
2/25/25	CBIA HR Conference in Southington
February date TBD	Erin will appear on WTNH's <i>CT Buzz</i>
3/21 and 3/22/25	SOGIEcon True Colors Conference at UCONN Storrs