

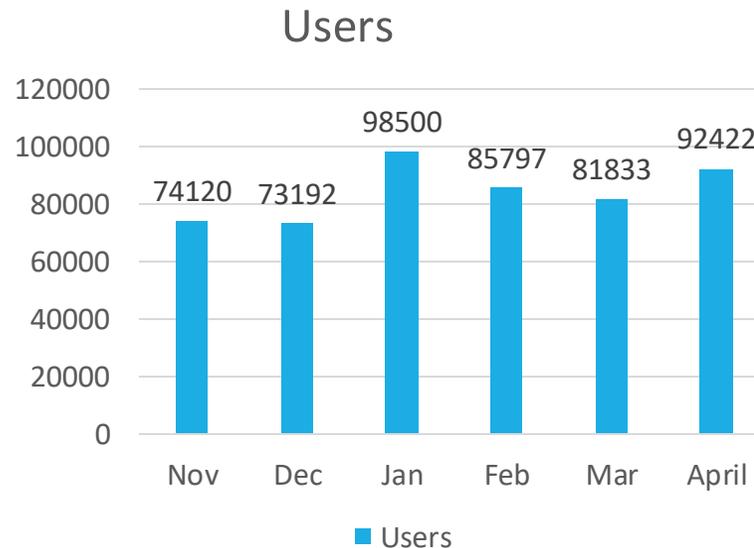
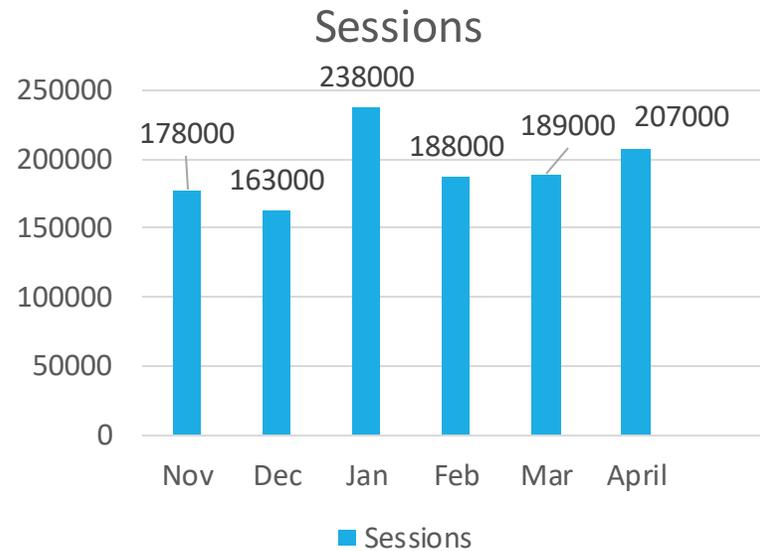


Connecticut Paid Leave

OUTREACH & ENGAGEMENT COMMITTEE

MAY 16, 2024

Google Analytics

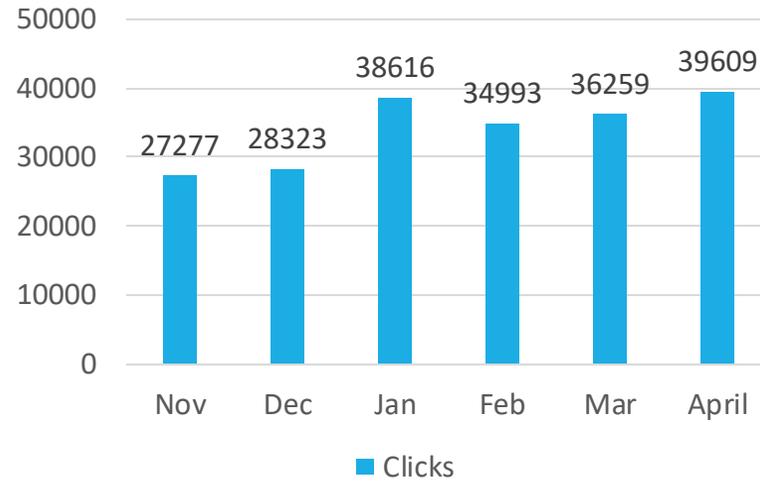


Spikes in both users and sessions in January and April are consistent with the end of the contribution remittance grace periods for Q4 and Q1.

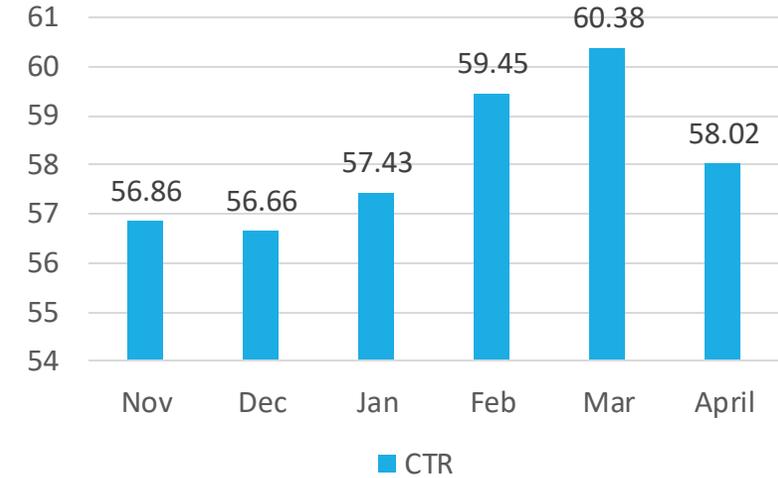
Average of 2.3 sessions per user

Google AdWords

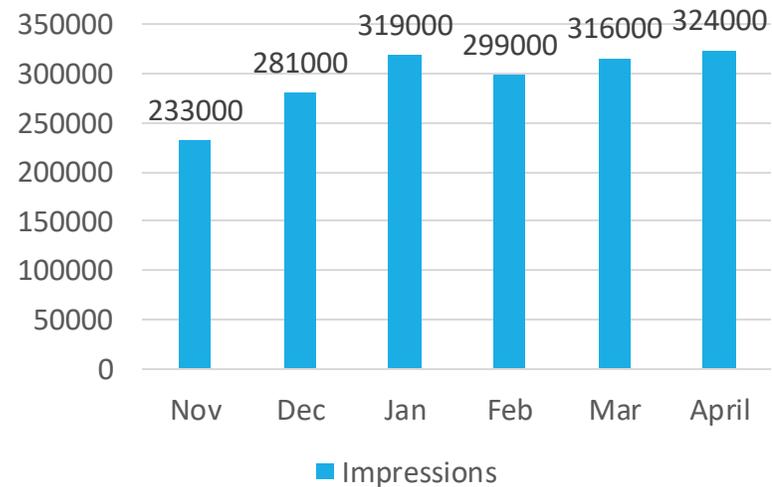
Clicks



Click Thru Rate (%)



Impressions



KEYWORD

ct paid leave

fmla

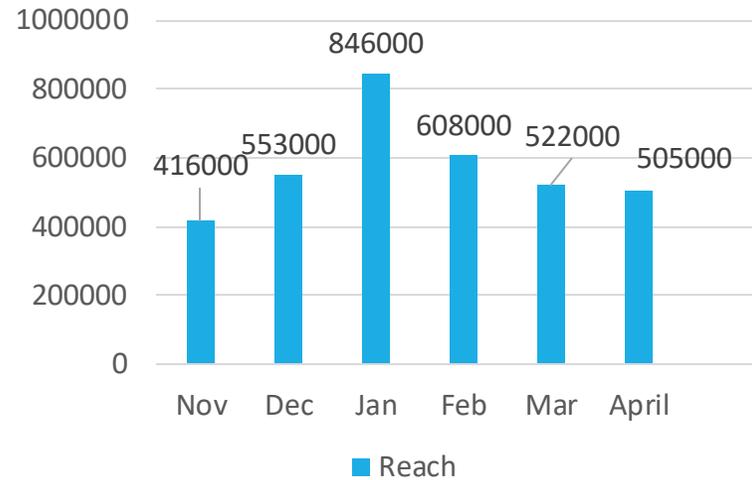
fmla ct

ct paid leave login

ct fmla

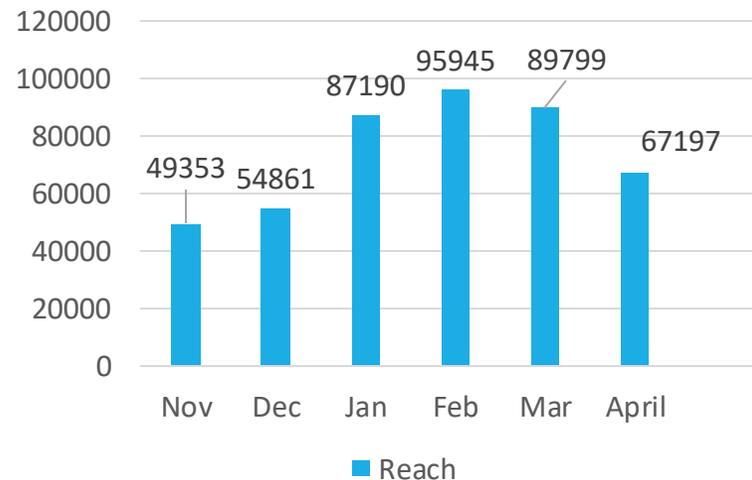
Facebook + LinkedIn Analytics

Facebook Reach



Facebook CTR Nov – April: 2.8%
LinkedIn CTR Nov – April: 0.96%

LinkedIn Reach



CT Paid Leave
Sponsored · 🌐

When you participate in CT Paid Leave, you provide your employees with a vital resource for addressing personal and family health needs. This employee-funded program, allows you to improve your team's well-being while keeping your business more competitive against larger companies offering paid leave plans. We're here to give you the help you need to support your workforce and grow your business. Contact CT Paid Leave today to learn more about this program.

CT Paid Leave
helps keep
your business
competitive
*by helping you keep
the good employees
you rely on.*

GOOD PEOPLE ARE EVERYTHING

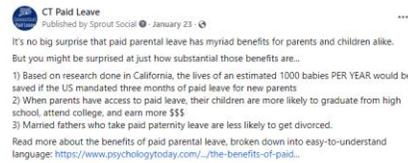
CTPAIDLEAVE.ORG/SMALLBUSINESS
Good Employees Are Everything [Learn more](#)

Best performing organic Facebook posts by reach



→ Paid Leave Spotlight Launch
1,040 reached

Erin on WFSB
1,416 reached



Study on paid parental leave
1,368 reached

Best performing organic Facebook posts by *post clicks*



Women's Day Event in March
477 clicks

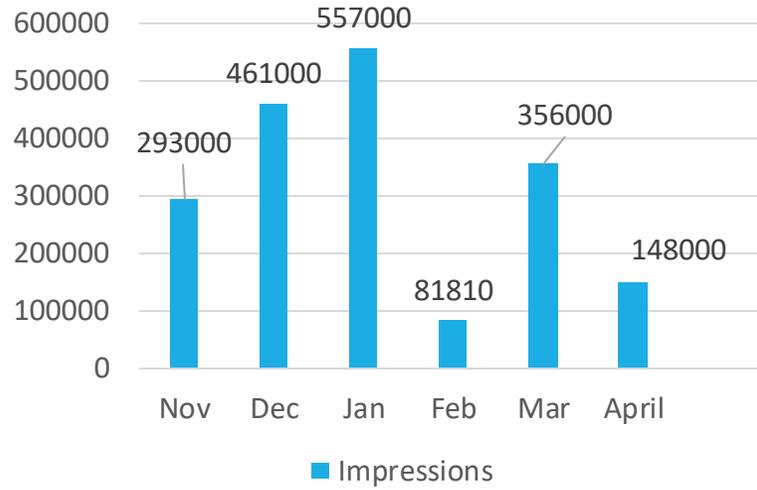
David Sergi op-ed
57 clicks



100k benefit recipients
41 clicks

Tik Tok Analytics

TikTok Impressions

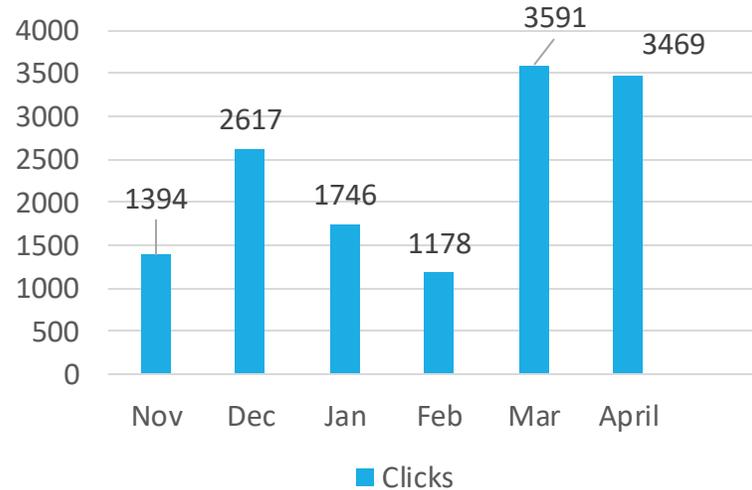


Click Thru Rate (%)



CTR spiked in February, March, April

Clicks



Tik Tok Creative



Aniya UGC
2.87% CTR (Feb – April)

Aly UGC
3.4% CTR (Feb-April)



Did you catch Erin on Great Day?



- Segment focused on changes to the law (for victims of sexual violence, pathway for tribal nations to enter into an agreement with the Governor to participate)
- Also reiterated important points of the program (length, difference between CT Paid Leave and CT FMLA, how the benefit amount works)