

# National Action Program Report

To: National NOW Board Members

From: Tyler Goodridge and Rachel Motley

Date: October 2017

---

## Overview

In March of 2017, the National Action Center launched the newly expanded National Action Program (NA Program). This program is NOW's set of action priorities for activists around the country and it includes five campaigns: (1) Ratify the Equal Rights Amendment; (2) Mobilize for Reproductive Justice; (3) Advance Voting Rights, (4) Protect Immigrant Rights, and (5) the newly coined, End the Criminalization of Trauma. In the initial launch of our program, the NA Team focused its attention on creating messaging for each campaign as well as providing concrete actions for local chapters, members, and burgeoning activists.

Today, the NA Program has evolved, focusing on long-term strategies, solidifying relationships with partners and allied organizations, and addressing the needs of each chapter. Additionally, the NA team has taken on new responsibilities within the organization that extend beyond our core campaigns including digital communications, coalition building, and political work. The National Action Program has adjusted its goals and priorities as our team transitioned from a four-person to a two-person staff. Through this balance--the National Action Program creates responsive and dynamic content to move NOW members to take action.

Below, we have outlined our work from July 2017 to September 2017, followed by our future strategy and finally an overview of the digital communications landscape.

---

## July - September 2017

### **Mobilize for Reproductive Justice**

Reproductive Justice continues to be a hot button issue in the political realm and with NOW activists. The tactics of the Trump Administration and Congress pose a dangerous threat to the healthcare of millions of women across the country. Over the past two months, we have dedicated our time and attention to the ever-looming **Affordable Care Act repeal** and its many iterations. With our allies, the NA team has created a number of tools and resources that focus on mobilizing our activists to (1) Place pressure on their representatives to oppose the ACA repeals and (2) Perform advocacy work within their own communities. To this end, the NA Program team has created:

### **Trumpcare 3.0 (June - July 2017)**

- *Content*
  - [ACA & Trumpcare Action Toolkit](#): A toolkit for activists that provides all necessary information to get involved in the opposition of Trumpcare
- *Emails*
  - 06/15: Call Your Senators Emails with Video From Terry O'Neill
  - 06/16: Senate Healthcare Bill Email
  - 06/24: Email to Target States: NV, ME, VA, LA, CO, AR

- 06/27: Coalition email promoting protests and rallies across the country
- 07/21: Call your Senator email
- 07/25 & 07/26: PPFA Rally at the Capitol Email
- *Media*
  - [NOW You Know: How Does Trumpcare Hurt?](#)
  - [An Appeal To Call Your Senator From NOW President Terry O'Neill](#)

#### **Trumpcare 4.0: Cassidy-Graham Bill (September 2017)**

- *Content*
  - [Call Script, Phone Script, Twitter Script Email Script: Oppose Graham-Cassidy!](#)
- *Emails*
  - 9/20: ACT NOW & Support The ACA
  - 9/25: Email to Target States: Maine, Ohio, Arizona, Alaska

#### **Advance Voting Rights**

Our AVR campaign brings a feminist lens to the issue of voter suppression, showing how it affects all women, and disproportionately women of color, low-income women, students and the elderly. In doing this, we have decided to focus our attention on intentional actions that (1) bolster NOW's name in the circles focused on voting rights, (2) strengthen our partnerships with voting rights organizations, and (3) educate our members on instances of voter suppression in the country. To this end, the NA Program team has created and focused its attention on:

#### **HR 3029**

- HR 3029 is a piece of legislation introduced by Rep. Marc Veasey (D-TX) protesting the Presidential Advisory Commission on Election Integrity by President Donald Trump.
  - *Content*
    - [Call Script: Contact Your Rep & Ask Them To Support HR 3029!](#)
  - *Emails*
    - Contact Your Rep & Ask Them To Support HR 3029!
    - Email on the Creation of the Commission on Voter Suppression

#### **Voting Rights Month & Work With the Voting Rights Alliance**

- NOW is a proud member of The Voting Rights Alliance (VRA), a national coalition that combats efforts to suppress the voting power of citizens and includes the Transformative Justice Coalition, the Hip Hop Caucus, and Rock the Vote among others. Our relationship with the alliance has blossomed over the past year as we have been critical in organizing key events and initiatives. To this end, National NOW has participated in a number of events including (but not limited to):
  - Voting Rights Rally with Reverend Lennox Yearwood: On July 19, the VRA hosted a rally in front of the White House protesting the first meeting of the Presidential Advisory Commission on Election Integrity. NOW was a strong presence at the event along with the ACLU, Rock the Vote, and the Hip-Hop Caucus.
  - Voting Rights Commission With The Reverend Jesse Jackson: On September 15, NOW staff members participated in a press conference at the National Press

Club that addressed voter suppression as well as the creation of a committee to combat the actions of the Trump Administration spearheaded by Barbara Arnwine and Rev. Jesse Jackson.

- We have also been instrumental in facilitating digital engagement of Voting Rights Month with the VRA, promoting the work of our many allies, and creating the graphics used on social media throughout September.
- In addition to education and advocacy, the VRA has also partnered with the Congressional Voting Rights Caucus, a committee of representatives that includes Keith Ellison (D-MN), Terri Sewell (D-AL), Robert ‘Bobby’ Scott (D-VA), and Marc Veasey (D-TX). In working with this caucus through the VRA, we hope to facilitate a stronger relationship with our allies on the Hill and utilize the power of our grassroots activists in supporting legislative actions around voting rights.

---

### **End the Criminalization of Trauma**

At NOW’s June 2017 Board Meeting, the board voted to change the “End the Sex Abuse to Prison Pipeline” Campaign to “End the Criminalization of Survivors of Sexual Abuse and Trauma” otherwise known as “End the Criminalization of Trauma” campaign. Changing the name to “End the Criminalization of Trauma” better aligns with the National Action Program’s other campaign names and avoids the use of the “sex abuse to prison pipeline”-- which is a term coined by the organization Rights4Girls. The NA Program’s priorities continue to be 1) raising our voices to uplift women and girls impacted by sexual trauma; and 2) responding thoughtfully with action steps and tools to ensure these women and girls are provided trauma-informed services. This takes the form of local action (advocating for Title IX and trauma informed services) as well as federal action (demanding transparency and action for the Department of Education and supporting the Dignity for Incarcerated Women Act). To this end the NA team has focused on:

### **Dignity for Incarcerated Women Act (S.1524)**

- Introduced by U.S. Senators Cory Booker (D-NJ), Elizabeth Warren (D-MA), Richard Durbin (D-IL), and Kamala Harris (D-CA) the *Dignity for Incarcerated Women Act* seeks to reform the way women are treated behind bars by: 1) allowing for better visitation policies for primary caretaker parents; 2) banning the shackling and solitary confinement of pregnant women; 3) providing pregnant women and mothers with access to drug counseling programming and parenting education; and 4) ensuring that quality pads and tampons are provided to inmates free of charge.
- Dignity for Incarcerated Women Act Toolkit
  - Dignity for Incarcerated Women Info Brief
  - Dignity for Incarcerated Women Act Call Script

### **March for Black Women**

On September 30, the National Organization for Women, along with a number of our chapters, participated in the March for Black Women as well as the March for Racial Justice. The march brought attention to rampant state violence, the widespread incarceration of Black women and

girls, rape and all sexualized violence, and the murders and brutalization of transwomen. The March for Black Women amplified the issues that women of color and particularly Black women face every day without political or social recourse. Working with the organizers of the March, National NOW participated financially and on-the-ground with the March.

\*Just to note: while the March for Black Women falls under the umbrella of the NAP, the participation and work in the March was a collective effort with all internal staff members. To this end, the event was a huge success, with almost 10,000 people marching in solidarity.

---

## **Ratify the ERA**

The action agenda for this campaign continues to be: 1) pursuing a three-state (now Two-State!) strategy to ratify the ERA, 2) pursuing a start-over strategy to ratify the ERA, and 3) advocating for an inclusive and intersectional ERA interpretation that includes equitable access to all aspects of reproductive health care. When addressing the ERA, the NA team has found that the most effective use of our resources and time is utilized engaging new audiences and promoting chapter advocacy. To this end the NA Program team has created/focused on:

### Women's Equality Day (August 26 2017)

For Women's Equality Day 2017, we conducted an intentional promotion that (1) uplifted and promoted our chapters and (2) modernized conversations around the ERA. For this reason, we crafted our Women's Equality Day: [Visions For Equality Campaign](#). Utilizing our Visions For Equality microsite, we asked our members and outside activists to submit their visions for equality. We then promoted these Visions on NOW's social media platforms. The event was a great success with over 80 submissions, including those from the NOW-NYC chapter, Massachusetts NOW, Connecticut NOW, Liz Watson a candidate running in Indiana's 9th Congressional District, and Feminist Majority. To further highlight Women's Equality Day, we created a number of tools to educate our members and to advocate for the continued needs of our sisters.

- *Content*
  - [Visions for Equality Toolkit](#)
    - Women's Equality Day Quick Facts
    - An Intersectional Approach to the ERA
    - Take Action Submit Your Vision for Equality
    - Take Action: Unratified Target States
    - Equal Rights Amendment (ERA) Call Script
    - Women's Equality Day Book List
    - Women's Equality Day Social Media Toolkit
- *Emails*
  - 08/15: Targeted Chapters--Visions for Equality Campaign
  - 08/21: This Women's Equality Day, Share Your Vision!

---

## **Future Plans for the National Action Program**

One of the primary goals of the NA Program is to expand our work beyond reactive initiatives to **proactive initiatives**. This goal, given the actions of the Trump Administration, can be quite

cumbersome. However, the NA Team has outlined 2 initiatives for each of our campaigns that will act as consistent spaces of advocacy. These 2 spaces will remain our continued areas of activism in tandem with the reactive work we will undoubtedly need to do in our current political climate. With each of these actions, we have focused on a National Strategy and a State Strategy. It is important to note that some of our work and issues are state specific. There are areas of the country that demand our attention and activism more than others. Therefore, we have chosen intentional locations for state advocacy and we encourage all of our chapters across the country to lend their support and uplift the issues concerning “target states.”

## **Future Strategy for Mobilize for Reproductive Justice**

### **National Strategy: State Attacks on Reproductive Justice and TRAP Laws - Kentucky, Louisiana, Texas, Indiana (Point Person: Tyler)**

- In the aforementioned states, there has been an increased attack on clinics that perform abortion and other reproductive health services. Currently, there are only 5 abortion clinics in Louisiana, 28 clinics in Texas, and one in the entire state of Kentucky. It is imperative that we target our focus on the communities most in need and states where threats to reproductive health are most imminent. It is also strategic to activate in these three states as we have only 1-2 chapters in each, making it easier for the NAP team to communicate with members and activists on a more consistent and substantive basis.
  - Therefore, our strategy going forward with these 3 states will have 4 steps:
    - Contacting and engaging with the chapters in these states on what is happening on the ground (grassroots advocacy)
    - Researching legislation to uplift and mobilize around laws that attempt to close or restrict abortion clinics (TRAP Laws, etc); Researching spaces where our members can get involved with this work on the ground (clinic defenders, funding, volunteering)
    - Dividing our members into those that focus on policy and those that focus on action to make sure that we are covering all of our bases;
    - Looping in comms and chapter services to ensure that press is actively working to uplift the local message we put forth in these specific states, and to ensure that chapter services is actively helping with recruitment to bring more people in the fold to do this work.

### **State Strategy: Education on Repro Justice and Rural Women and LGBTQ persons (Point Person: Rachel)**

- This effort is largely rooted in research and education. Over the past few months, we have talked to a number of women’s advocates who have discussed the lack of understanding of the effects of reproductive laws on marginalized women, particularly rural women and LGBTQIA+ persons. With the help of some of our allies, particularly the Black Women’s Blueprint, we would like to create an educational campaign that focuses on the unique challenges faced by rural women and LGBTQIA+ persons.
  - Therefore, our strategy going forward will have four steps:
    - Coalition contact and confirmation with a number of groups that focus on rural women and LGBTQIA+ needs
    - Research regarding access, finance, and other things needed for these women

- Content creation: webinars, info briefs, and action plan for our chapters
- Rollout to our chapters using (at least three) as pilots that focus on advocacy in these communities

## **Future Strategy for Advance Voting Rights**

### **National Strategy: Elect Women to Public Office (Point Person: Tyler)**

With regard to Voting Rights, the NA Team believes that the best strategy for NOW going forward is to focus on issues in individual states pertaining to redistricting, voter ID laws and the allocation of resources. To that end our National Strategy will focus on getting women elected to office. We hope to work more concretely with our National PAC, as well as, state-led PACs to encourage our chapters to seek out and uplift women running for office in the future. As we all know, there has been a surge in political interest in running for elected office. Therefore, we propose a national campaign that places a concerted effort in providing visibility to women running for elected office. This work will be a multi-layered strategy incorporating PAC, chapters, and our communications team:

- Crafting a concrete list of elected positions across the states with the help of our chapters/PAC, and National PAC
- Crafting a concrete list of progressive women running for these positions and having a solid endorsement strategy (PAC: National & State)
- Creating a promotional communications strategy around the women being elected to office, which will include local press and digital strategy (social media)
- Working to engage voters to elect these women to office (call banks, voter drives)

### **State Strategy: Texas Legislation (Point Person: Tyler)**

Between 2000 and 2010, Latinos and African-Americans accounted for nearly 90 percent of Texas' population growth, which resulted in four additional congressional seats and required significant changes to both the state house and congressional maps. What occurred in Texas was an intentional dilution of the Latino and African-American voting strength. In addition, there has been speculation that the state failed in both plans to create all of the majority-minority districts required by Section 2 of the Voting Rights Act.

There are currently three active cases that address the rampant issue of voter suppression across the state of Texas. We would like to communicate with and mobilize our Texas state chapter, our Texas Houston chapter, and our CANS chapter in Austin to work around advocacy in the states including education, resources to displaced voters, voter registration drives, rallies during court hearings, etc.

## **Future Strategy for End the Criminalization of Trauma**

### **National Strategy: Legislative Support and Increased Awareness of the Dignity of Incarcerated Women Act (Point Person: Rachel)**

In order to pass the Dignity for Incarcerated Women Act, S.1524, the legislation must first move through the Senate Judiciary Committee. By mobilizing NOW members in these Target States to utilize the [Dignity for Incarcerated Women Act Toolkit](#), activists will play a key role in demanding that their senators address the unique challenges faced by incarcerated women. Target states and senators are listed below:

- Republicans Reps: Chuck Grassley (Iowa), Orrin Hatch (Utah), Jeff Flake (Arizona), Mike Crapo (Idaho), Lindsey Graham (South Carolina), Mike Lee (Utah), Ben Sasse (Nebraska).

**State Strategy: Title IX, Betsy DeVos, and the Young Women (Point Person: Tyler)**

The recent announcement of Education Secretary Betsy DeVos has compromised the safety and protection of young women across school campuses. Because of this imminent threat, the NA Team believes that the most effective tool of engagement is to work with young women across the states along with our coalition partners to address the numerous implications of a Title IX rollback.

We would like to mobilize our state and city chapters to advocate for the CANS chapters in their communities and mobilize around local high schools and universities around adopting concrete rules that protect young girls on campuses.

**Future Strategy and Plans for Ratify the Equal Rights Amendment**

**National Strategy: Intersectional ERA: Pramila Jayapal’s new Intersectional ERA Language (Point Person: Rachel)**

- In October 2017, Congresswoman Pramila Jayapal will introduce new ERA language with an emphasis on intersectionality and diversity, not explicitly stated in the original language. We are currently assessing the legislation and the legislative process, but the NA Team plans to create action materials around the upcoming expanded ERA language legislation.

**State Strategy: Target States Support (Point Person: Rachel)**

- To further uplift the two-state strategy (three-state strategy) the NA Team will directly support ERA ratification efforts in Target States; including supporting lobbying efforts, uplifting state/ local actions, and forging relationships with key lawmakers.
- This will consist of 1) staying in close contact with State Leadership in Target States (Illinois, Virginia, Florida, and North Carolina); 2) identifying key legislators in target states; 3) closely monitoring the legislative landscape of target states to advocate for timely and impactful introduction; 4) implementing state-specific lobbying materials.

**Future Strategy and Plans for Protect Immigrant Rights**

Immigration issues are not new, attacks on undocumented immigrant communities have been a persistent concern for over 30 years. However, we’ve seen new and more aggressive attacks on immigrants, particularly Mexicans and Muslims, through the Trump administration. In February 2017, National NOW decided to create a campaign focused on immigrant issues and their devastating effect on immigrant women and families.

When this campaign began, the NA Program began to look at avenues for our activists to focus our attention, namely Sanctuary Restaurants. However, we quickly realized that we need to expand beyond this campaign to adequately address the dangerous and imminent attacks on immigrant women.

**Therefore, the National Action Program has decided to expand our campaign to focus on intentional action that addresses both national issues faced by immigrant communities, as well as state and federal policies that threaten the safety of millions of people. With this in mind, here is our strategy for Protect Immigrant Rights:**

**National Strategy: Support the DREAM Act (Point Person: Rachel)**

- On Tuesday, September 5, on behalf of the Trump administration, Jeff Sessions announced the termination of the Consideration of Deferred Action for Childhood Arrivals program (DACA). The program, often referred to as the Dreamers Program, will end in March 2018. The end of this program will result in the deportation of 800,000 young undocumented immigrants. In line with our Protect Immigrant Rights Campaign, the National Action Program has crafted a short-term strategy for the next six months to combat the issue we face ahead of us.
- The DREAM Act is a piece of legislation that can stand in as a method to halt the consequences of the end of DACA. In passing the DREAM Act, we ensure that those who will be deported, will not be deported and will have the ability to apply for/will be granted legal citizenship.

**State Strategy: Ground Zero States (Point Person: Tyler)**

- We have found that DACA is merely the tip of the iceberg. There are a number of spaces where action is needed around immigrant rights and community activism. We propose that we target specific states, asking them to get involved in this work. The states are as follows:
    - *Texas:* In addition to being the state with the second largest population of undocumented immigrants, Texas is also focused on SB4, a law that gives Immigrants and Customs Enforcement (ICE) agents full authority to detain ‘suspected’ undocumented immigrants and that demands local and state law enforcement comply. We feel that this is an important space to work to ensure that we are addressing issues that affect deportation.
    - *California:* CA is the state where the largest number of undocumented immigrants reside. It is also the state where we have a large number of heavily mobilized chapters across the coast and it is the state where our Immigrant Rights board member Mona Lisa Wallace resides.
    - *Connecticut, DC, and NYC:* The state and city chapters of these communities have been doing extensive work around workers, the living wage, and sexual assault around undocumented persons. It might be good to contact them ask them to help in our efforts. Additionally, while DC and NYC might not be ‘target states’, they are located in the spaces of institutional and political power, which we need to leverage during the new session.
- 

## **Digital Communications**

The NA Program team is continuing to craft ways we can better package and distribute our resources--making them more dynamic and useful--as well as what resources need to be added. We have developed one-pagers on how to lobby, generally how to use social media to



raise awareness and get active, and how to write a letter to the editor or an op-ed. We have also been developing NOW's use of social media to get our materials out and to engage with activists online. To that end, the NA Program has taken control of our social media platforms in March of 2017. Below, the National Action Program has outlined some basic metrics for our two primary social media platforms and where we plan to go in the digital comms landscape in the future.

## July - September 2017

### Facebook

Facebook has been and continues to be, our most popular digital platform. The NA program has made a conscious effort to utilize this space to promote the campaigns of the NA program, promote the work of our chapters, and encourage followers to join our campaign initiatives. Our content on Facebook has become more intentional, that is, we have taken a careful look at curating our content and what we post. Our Facebook is now our 'official platform' with our posts falling into one of these five categories:

- 1) Press releases & Official Statements
- 2) Official Holidays or Events (ex: Black Women's Payday, Women's Equality Day)
- 3) Actions & Mobilizing Asks (Call Your Senator, Join \_\_\_\_\_ Event!)
- 4) Promotion of our chapter work (NOW Shortridge, NOW Mass)
- 5) Think pieces that pertain to our issues

### Basic Analytics (as of October 1, 2017)

Followers: 187,799

Likes: 192,277

Peak Post Hours: 4:00 pm-9:00 pm (post work hours)

### Gender and Age Demographics

85% Female

15% Male

### *Followers (2% margin of error)*

18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
11%	24%	23%	17%	12%	10%

The majority of our follower are older than 35 years old, with 50% being between 35-54.

### *Engagement Analysis: July 1, 2017 - September 30 2017; Top 5 Posts: Most Reactions*

Date	Post	Reactions
7/28/17	Post on the work of Collins and Murkowski in defeating Trumpcare	3.7K
8/26/17	NOW Announcement of Women's Equality Day	902
9/28/17	Toni Op-Ed On The March for Black Women	339

9/07/17	Press Statement of Betsy DeVos & Title IX	319
8/17/17	NOW Press Statement on Oregon Birth Control Mandate	303

## Qualitative Analysis

### *Younger Audiences: Passive Engagers, Older Audiences: Active Engagers*

Though our overall audience tends to skew younger (by which we mean under 45), we have found that our younger followers are *passive engagers*. This means that they do not interact with our content outside of ‘likes’, ‘loves’, etc. However, our older audience, 45+, tends to actively engage with our content. Through the comments on our Facebook posts between the months of November 2016 and March 2017, we have found that older audiences tend to participate in actions at a higher rate.

### *Most Popular: Reproductive Justice, Traditional NOW Issues Most Popular*

On Facebook, in line with our analysis of our demographics, traditional women’s rights issues and issues that reflect older values of NOW remain the most popular. This includes reproductive justice, Title IX, and the ERA. Moreover, our actions relating to these issues garner more attention than other concerns such as immigration and voting rights.

## Twitter

On Twitter, the NA Program aims to 1) educate and inform audiences of/about our five core campaigns, 2) boost NOW’s image/brand in the digital realm, and 3) increase our audience. Over the past five months, the NA Program has taken a strong hand in creating and disseminating content for this platform. This includes original graphics, tweets, and information that is not only engaging, but educational for our audience. During this four month period, the NA Program has worked with a number of chapters on ERA social media promotion within the states. Overall, we hope to continue with our digital work of engagement and education. Within the past four months our audience has grown by 12,000. We hope to continue this trend and increase our followers to 100,00 by December of 2017.

### Basic Analytics (as of October 1, 2017)

Followers: 87,746

Peak Tweet Hours: 5:00 pm-10:00 pm weekdays, 12:00 pm - 5:00 pm weekends

### Gender and Age Demographics

84% Female

16% Male

### *Followers (2% margin of error)*

18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
11%	38%	23%	17%	6%	4%

In other words, the majority of our follower are between 25-44 years old at over 60%, putting them in the Millennial/Gen X category.

*Engagement Rate from June 2017 to September 2017*

	June	July	August*	September
Followers	83,380	84859	86,167	87,746
Retweets	1.2k	739	733	631
Likes	1.3K	1.3K	1.2k	1k
Link Clicks	605	496	107	252

*Top Five Tweets from July 2017 - September 2017*

Date	Tweet	Retweets	Likes
8/26/17	On this day, the 19th amendment was passed, granting women access to the ballot. Today, that fight still lives on. <a href="#">#WomensEqualityDay</a> <a href="http://pic.twitter.com/jUBt1Ua8t8">pic.twitter.com/jUBt1Ua8t8</a>	499	664
7/12/17	NOW stands in support of <a href="#">@womensmarch</a> as they march in protest of the NRA. Join us on July 14th: <a href="http://bit.ly/2vc27F0">http://bit.ly/2vc27F0</a> <a href="#">#NRA2DOJ</a> <a href="http://pic.twitter.com/pwy8CH5eXB">pic.twitter.com/pwy8CH5eXB</a>	272	136
7/28/17	At 1:30 am, GOP senators tried to strip millions of Americans of their health care. They lost. AGAIN. <a href="#">#FailureFriday</a> <a href="http://nyti.ms/2h7ofOF">nyti.ms/2h7ofOF</a>	98	247
9/27/17	"We can't talk about racial justice without talking about the ways that racism hurts women of color." <a href="http://bit.ly/2xxBcsc">http://bit.ly/2xxBcsc</a>	62	111
9/30/17	"Black women, I thank you for existing ." - <a href="#">@iHartEricka</a> <a href="#">#M4BW</a> <a href="http://pic.twitter.com/duBkLpyznD">pic.twitter.com/duBkLpyznD</a>	33	162

**Qualitative Analysis**

*Twitter Audiences: Higher engagement with action and live events*

Our audiences on Twitter seem to be more interested in on-the-ground action and our mobilization actions than with passive content. When we look past the top five tweets, we found that most of our heaviest engagement happens with tweets that feature action or live events we participate in.

*Capitalizing on Events*

Another big trend is topical content. This may seem obvious given the functionality of Twitter, however we receive a bigger reaction and larger numbers when our tweets focus on issues in

the here and now. In short, our Twitter audience is reactionary. They want to see tweets that discuss current problems.

### *Feminism of the Future*

Given the age demographics of those that follow us on Twitter, it should come as no surprise that our most heavily patronized content are tweets that focus on contemporary feminist issues. These include immigration and women, racial justice and Black women, and LGBTQIA issues.

### **Campaign Work**

<b>Campaign</b>	<b>Tweets</b>	<b>Retweets</b>
MRJ	20	43
RERA	23	18
PIR	3	24
ECT	20	11
AVR	7	12
Other Topics	5	49

Analysis: The numbers for our campaign work fall in line with our strategy for digital communications. We focus a lot of our attention on promoting the content of our chapters and our allies therefore our retweets are significantly larger than our original tweets. What we can obviously see from the numbers is that reproductive justice remains the 'hot topic' and that other issues happening across the country (Charlottesville, Irma, Harvey, the firing of Spicer, Bannon, etc) took precedence over the last three months.

## **Future Strategy Going Forward With Digital Communications**

### **Content**

- *Contextualizing our Campaigns (Getting in Touch With Our Audience)*
  - In terms of user engagement, it's always helpful to link our campaigns to things already being discussed in the real world. For example, the concern over DC's missing Black and Latina girls is directly related to our ECT campaign. The Gorsuch hearings tie directly into reproductive justice. As an organization we can capitalize on these moments to make sure that our audience knows we are in-tune with them and we have information to provide them that helps address these issues.

---

## **Conclusion**

It has been incredibly exciting to be a part of the new National Action Program team over the last seven months. With your buy-in, we look forward to expanding our campaigns and continuing to tap into local, state, and federal activism.

As we move forward, we hope to increase interaction with our members and board, grow in our partnerships and coalitions, and expand our materials and resources. Please feel free to reach out with any comments or questions--we look forward to continuing to strengthen our relationship.

Thank you!