

## **Digital Media Team Report**

Digital Media Manager – Kim Sontag

### **Daily/Monthly Responsibilities & Duties**

- Implement and launch email blasts
  - Action Alerts
  - Press Statements/Press Releases
  - Media Advisories
  - OTR's
  - Weekly President statements
- Maintain efficient and effective deliverability to supporters and increase open rates via Salsa (CRM)
  - Consistent Open Rate of 18% - 21% over all
- Day-to-day responsibility for updating National NOW website.
- Monthly Renewals
- Collaborate with MalWarwick/DonorDigital fundraising campaigns
  - Appeals & Campaigns:
    - Ms. Magazine
    - Year-End Match
    - Rapid Response emails

### **Completed Campaigns of 2021**

- Racial Justice Summit

### **Upcoming/Ongoing Campaigns 2021**

- NOW National Conference 2021
- 100 Days of Feminist Agenda
- APIA Conversation

### **Strategic Organizational Upgrades**

- CRM Migration from Salsa to EveryAction (Target completion: March 3, 2020/Flex)
  - Templates in EveryAction are completed
  - IP warming is being scheduled pending the set up of Paragon
  - Finalizing implementation of Credit Card Processor 'Paragon'
    - Moved from Strip to Paragon in late February
    - Need to migration Authorize.com & PSI
- Migration of "Database of Record" from General Systems to EveryAction. (Target completion: July/August 2021)
  - Planning stages are underway.
  - Data is being pulled and mapping is starting
- Planning stages of website redesign (Target completion: Third Quarter)

## **Graphic and Multimedia Associate – Prince Arrington V**

### **Responsibilities & Duties**

Design and execution of graphics and videos for various campaigns

- 100\* Days of Feminist Agenda (Multiple Graphics and Video)
- Racial Justice Summit 2021 (Graphics and Video)

- ERA Page (Animations)
- NOW National Conference 2021 (Graphics and Aesthetic)
- Social Media Template Designs
- #UnlockTheFuture (Graphics)
- RJS Thank You Cards
- Redesign of NOW website
- PAC Endorsement Graphics
- Biden-Harris Endorsement Graphics
- Trump Impeachment/Day of Apology Graphics
- Break the Cycle: AAPI (Graphics)
- Phone Banking Hangout with NOW Young Feminists Campaign (Graphics)

### Digital Interns – Chloe Williams and Prachi/Fall 2021

Worked closely with intern with creating graphics and videos for NOW's core issues and social media content.

### Backup Support on Salsa and Wordpress

### **Social Media Associate – Leanne Shinkle**

#### Daily/Monthly Responsibilities & Duties

- Creates and Launches Social Media Campaigns that relate to the month, core issues, or current and newsworthy topics.
  - Crafts the ideas for the campaign, the name, and any social media hashtags or handles we want to use
  - Works with Prince and Interns on graphics, often time I will create my own based on what I want posted
  - Organizes when and where content will be posted
- Responsible for Digital and Social Toolkits to send out to our members and chapters for each event and discussion we hold
  - I create a 4-5 page document with everything 'need to know' about the event, speaker bios, graphics, and sample social media posts
  - I prepare posts and create Facebook events in advance to increase event sign ups
  - While the event is happening, I live tweet quotes and information as it is being said in the moment. (This really engages our Twitter users and helps us gain followers)
- Prepares social media content quickly in the event of ever-changing daily shifts
  - When something in the media, legislature, or anything big happens suddenly, I quickly prepare social media posts, quotes, and graphics to be posted ASAP so NOW can be a leader in releasing information as it is happening. (Some days this can consume an entire work day, which is when I work with the interns to prepare social content outside of immediate events)
- In charge of increasing Facebook, Instagram, and Twitter analytics, engagement, and following
  - Our Instagram needs the most help, which is why I am crafting content geared towards a younger audience specifically on this platform
  - Trying to increase our engagement and following on Facebook. Below I will post analytics and explain.

### New Software

Monique and Kim are arranging for us to move to a new system to organize our social posts, content, and calendar. This software will also help us better understand our analytics and better communicate as a team.

## Upcoming Campaigns 2021

- NOW National Conference 2021
- 100 Days of Feminist Agenda
- AAPI Event
- Currently running a #WomanHero campaign throughout the month of March
- Crafting ideas for an April campaign

### **ANALYTICS:**

I stated on February 22<sup>nd</sup>, we had the following:

- 199,950 likes on Facebook
- 8,170 followers on Instagram

A week in, as of March 5<sup>th</sup>, we have increased to the following:

- 200,149 likes on Facebook (199 like increase in just 9 working days)
- 8,271 followers on Instagram (101 follower increase in just 9 working days)

Below are the Facebook stats from the week before I started, after my first week, and towards the end of my second week. Across the board, numbers are up.

Results from Feb 15, 2021 - Feb 21, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page

February 15 - February 21

3

Total Actions on Page ▼40%



### Page Views

February 15 - February 21

525

Total Page Views ▼25%



### Page Previews

February 15 - February 21



We have insufficient data to show for the selected time period.

### Page Likes

February 15 - February 21

99

Page Likes ▼18%



### Post Reach

February 15 - February 21

27,790

People Reached ▼30%



### Story Reach

February 15 - February 21



We have insufficient data to show for the selected time period.

### Recommendations

February 15 - February 21



We have insufficient data to show for the selected time period.

### Post Engagement

February 15 - February 21

6,098

Post Engagement ▼32%



### Responsiveness

As of February 20, 2021

30%

Response Rate ▼27%

2 days 17 hrs

Response Time ▲2 hrs 39 mins

### Videos

February 15 - February 21

167

3-Second Video Views ▼93%

### Page Followers

February 15 - February 21

99

Page Followers ▼26%

Results from Feb 24, 2021 - Mar 2, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page

February 24 - March 2

10

Total Actions on Page ▲25%



### Page Views

February 24 - March 2

1,169

Total Page Views ▲113%



### Page Previews

February 24 - March 2



We have insufficient data to show for the selected time period.

### Page Likes

February 24 - March 2

340

Page Likes ▲191%



### Post Reach

February 24 - March 2

99,523

People Reached ▲265%



### Story Reach

February 24 - March 2



We have insufficient data to show for the selected time period.

### Recommendations

February 24 - March 2



We have insufficient data to show for the selected time period.

### Post Engagement

February 24 - March 2

20,931

Post Engagement ▲211%



### Responsiveness

As of March 1, 2021

35%

Response Rate ▲21%

1 day 4 hrs

Response Time ▼1 day 13 hrs

### Videos

February 24 - March 2

2,750

3-Second Video Views ▲2519%



### Page Followers

February 24 - March 2

352

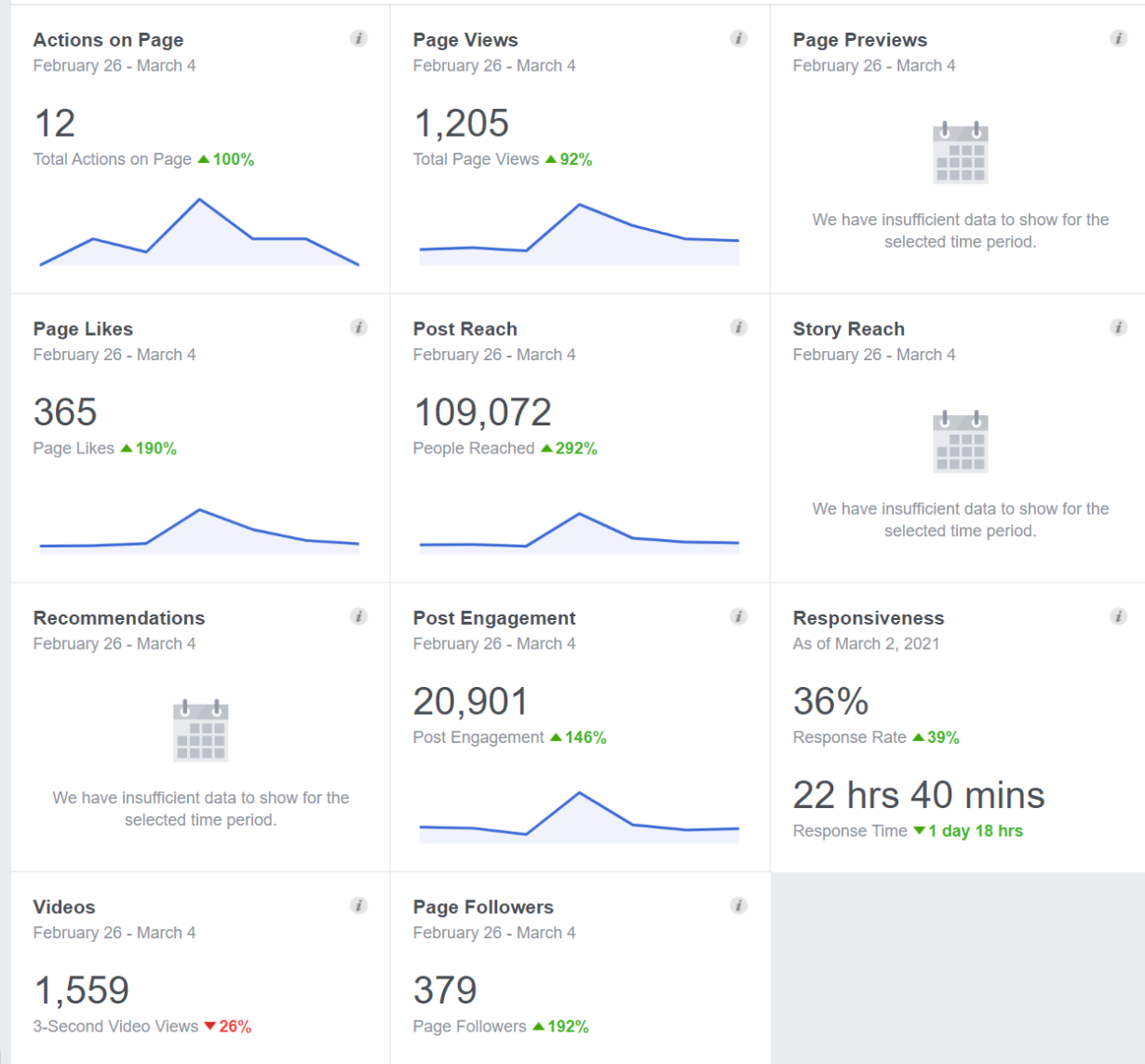
Page Followers ▲193%



Results from Feb 26, 2021 - Mar 4, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid



## Digital Media Intern - Chloë Williams/Spring 2021

### Current Projects

- IG Evergreen graphics
- Women's History Month graphics
- Finishing Racial Justice video & moving onto Economic Justice video
- Blog post for NOW event on 4/22

### Past Projects

- Updating & creating graphics for ERA Toolkit
- Created The Unspoken Impact of Police Brutality against BIWOC, TGNC & Latinx Communities toolkit
- MLK Day graphics
- Set up Intern Movie Night (2/7)
- Black History Month Women Highlights
- #STEMtag Women in STEM Women Highlights (Twitter)
- BWB Event Highlights Graphics

- Save the Date Graphic for National NOW Board Meeting
- Thank You Cards for High-Level Donors
- Photo graphics templates for Christian's quotes
- Climate Change is a Women's Issue graphics
- February Book Club graphic
- Roe v. Wade Anniversary graphics
- Core Issues graphics
- Criminalization of Trauma graphics
- Dr. Rachel Levine graphic
- Cutting Sound Bites from BWB 100 Days Blog – COVID event

### Ongoing Projects

- **Creating Spotify Playlists:**
  - Women in Rock, Black History Month, Hidden Gems: Lesser Known Women Artists, Women's History Month: Influential Icons, Spotlight on LGBTQIA+ Artists
  - Creating graphics for these playlists
- **Video Projects:**
  - Young Girls and the Prison Pipeline, VAWA, LGBTQIA+ Rights & Justice, Reproductive Rights & Justice, Racial Justice, Economic Justice (*Upcoming*), Constitutional Equality (*Upcoming*)
- **Blogs:**
  - Female Homelessness and Period Poverty
  - Upcoming Blog Post
- **Updating Current Press List**
- **Posting & Engagement on Facebook, IG, and Twitter**

### **Digital Media Intern – Prachi Jhawar/Spring 2021**

- Created and edited graphics on the following topics on Canva and Adobe Photoshop:
  - Global Gag Rule
  - Racial Justice Summit (Logo)
  - BWB Event Graphics
  - Abortion Ban
  - Twitter Memes Presentation (20)
  - This presentation has a total of around 20 graphics
  - Black History Month (12)
  - Toxic Masculinity
  - BWB Event Recaps
  - Unlock the Future
  - Featured Quote Graphics for NOW President
  - Feminism in GIFs (Instagram Story)
  - Wage Gap Series Graphics
  - International Women's History Month
  - "Did You Know" Series Graphics
  - RJS Thank you cards
  - CORE Issue
  - National NOW District Map
- Scheduled and posted social media content across Twitter, Instagram, and Facebook
- Contributed one write-up for the NOW [Say it Sister!](#) Blogs
  - "A Holistic Approach to Equitable Reproductive Healthcare"

