

Digital Media Team Report September 2021

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
 - Year-End Campaigns/Appeals:
 - Ms. Magazine
 - Year-End Match
 - Rapid Response emails

Digital Team Completed Campaigns of 2021

- NOW National Conference 2021
- 100 Days of Feminist Agenda
- APIA Conversation
- 100 Day of a Feminist Blueprint
- ERA Rally

Digital Team Upcoming/Ongoing Campaigns 2021

- Level Up NOW!
- Organize for Justice
- Feminist Public Square
- Run NOW
- National Young Feminist Committee

Strategic Organizational Upgrades

- CRM Migration from Salsa to EveryAction (Completion date: December 31, 2021)
- Migration of "Database of Record" from General Systems to EveryAction. (Completion date: December 31, 2021)
 - Project was delayed due to data integrity
 - Back underway, will take place October 25th – November 18
 - Full sustainer migration completed by December 3rd

Graphic and Multimedia Associate – Prince Arrington V

Daily/Monthly Responsibilities & Duties

- Original Graphic design layouts and branding for all NAC driven campaigns:
 - NOW Website Design

- NOW National Conference 2021 Graphics
- NOW 55th Anniversary Donor Event
- NOW Organizing for Justice Bootcamp Logo
- Level Up NOW Logo
- Image & Video editing
- Website re-design (Completion date: December 31, 2021)

Social Media Associate – Leanne Shinkle

Daily/Monthly Responsibilities & Duties

- **JUNE:**
 - Abortion Awareness Campaign (total of 18 weeks long),
 - National NOW Conference
 - RUN NOW Programs

Mini social campaigns:

 - Immigrant Heritage Month
 - Pride Month
 - Juneteenth
 - 55th Anniversary event
- **JULY:**
 - National NOW Conference
 - Immigration Reform

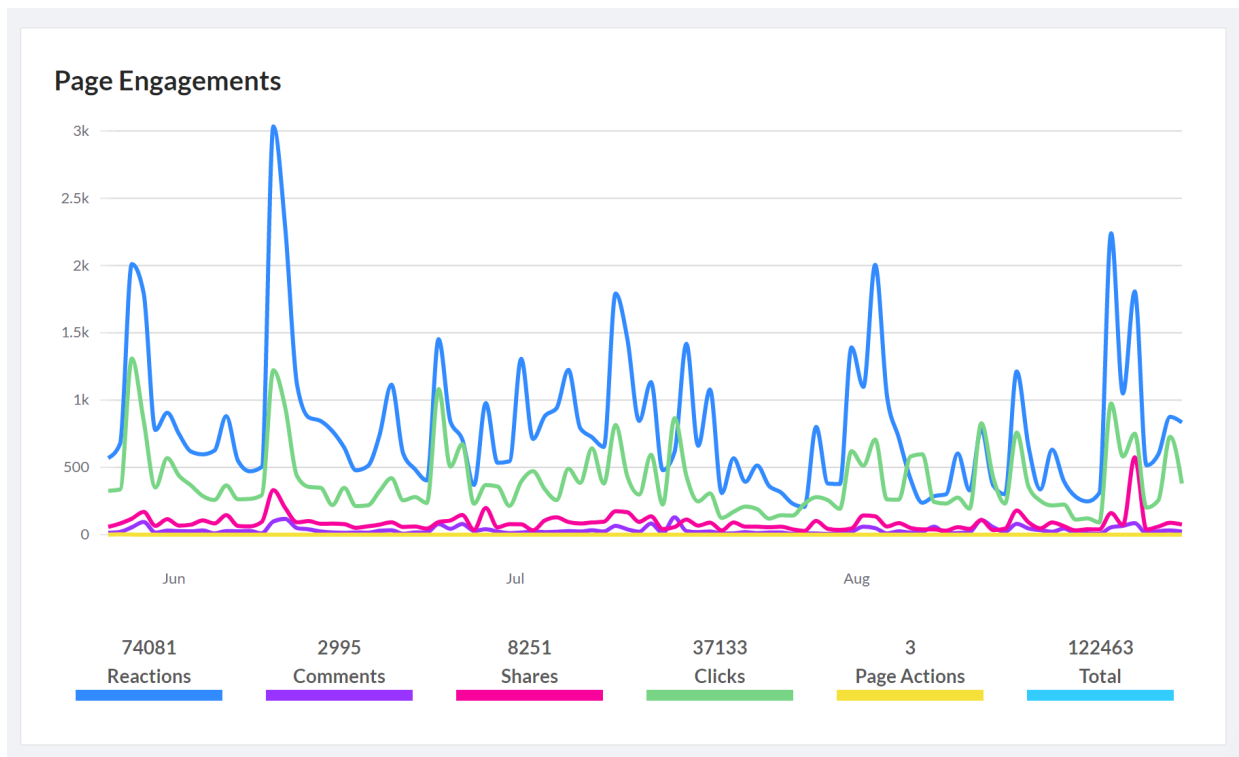
Mini social campaigns:

 - NOW's core issues
 - Olympics and women in sports
 - Abortion awareness campaign (total of 18 weeks long),
 - RUN NOW
 - Disabilities
 - Pride Month
- **AUGUST:**
 - Abortion awareness campaign (total of 18 weeks long),
 - Coalition Awareness
 - Women's Equality Month
 - VAWA
 - 'Get Vaccinated NOW'
 - Reintroduction of the NOW Book Club
 - Level Up NOW

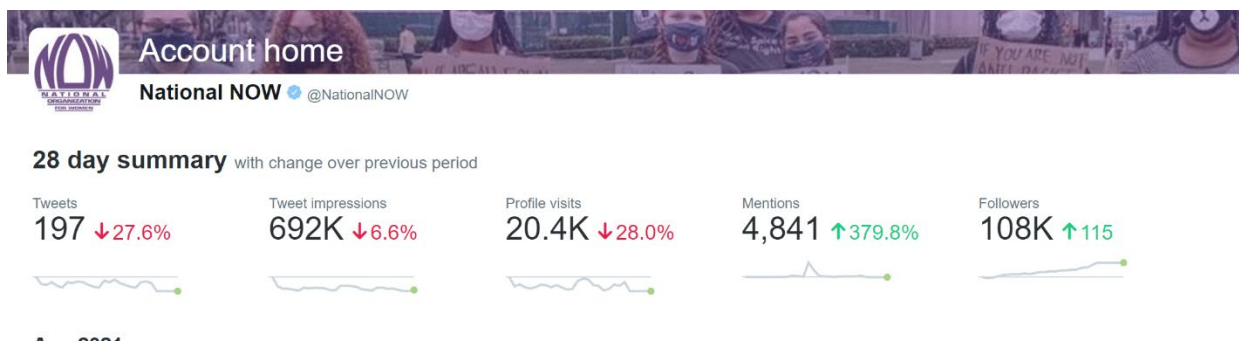
Highlights:

- We are engaging more with local and state chapters on social, making sure we are engaging with our membership.
- We are close to 10k on Instagram! Once we have this, we will be able to use the 'swipe up' feature instead of telling people to go to our bio. We are about 700 likes away from this goal.
- Our Twitter following is growing.

Metrics



28 day summary of Twitter analytics:



The most important part of this is ‘number of impressions’, or how many people we reached in the last 28 days. In the past, we have reached more than 2 million people in a 28 day period. That number far exceeded what we previously ever accomplished. Before I started in February 2021, the impressions averaged between 200k and 400k- so being at 692k is still a great spot.

Digital Media Associate - *Chloë Williams*

Daily Responsibilities & Duties

- **IG Engagement**
 - “Like” and “comment” on content from our chapters and partner organizations
 - “Like” comments made on our social media posts
 - Creating & sharing IG stories
 - Researching for events happening on social media
- **Evergreen Graphics**

- Researching and creating evergreen graphics for social media: Twitter, Instagram/Facebook, Instagram Stories, ect.
- Have created 165 evergreen graphics in total
- **Evergreen Copy**
 - Researching and creating evergreen Twitter copy
 - #FeministShoutout mini-campaign highlighting feminists that aren't normally recognized
- **Social Media Monitoring**
 - Backing-up for Leanne in monitoring our comments sections

Social Media Graphics/Toolkits/Videos

- Level Up NOW
- Run NOW
- Organize for Justice
- 55th Birthday
- NOW Birthday Video
- National NOW Conference

Campaigns

- Women's Equality Month
- Get Vaccinated NOW
- Abortion Bill
- Violence Against Women
- Helping Afghan Women
- Resolution Infographics
- Disability Pride Month
- Foreign-Born Immigrant Heritage Month
- Sexual Assault in the Military
- Sexual Assault Infographics
- NOW Core Issues Series

Misc. Content Created

- "Let's Chat NOW"
- Britney Spears Conservatorship
- Logos options for Young Feminists
- Designs for new OTR templates
- Pass the PRO Act
- Black Women's Equal Pay Day
- Ida B. Wells Birthday
- National Day of Missing and Murdered Indigenous Women
- Teacher Appreciation Week
- Conversations with Christian
- Meet Your Officers
- Advance Child Tax Credit
- National Board Meeting