

Digital Media Team Report December 2021

Digital Media Manager – Kim Sontag

Daily/Monthly Responsibilities & Duties

- Implement and launch email blasts
 - Membership Communications
 - Action Alerts
 - Press Statements/Press Releases
 - Media Advisories
 - OTR's
 - Rapid Response emails: To SB8 - \$10,059
- 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

Digital Team Completed Campaigns of 2021

- In response to SB8 in Texas NOW participated in a nationwide and in-person rally with 90 other coalition partners the digital team coordinated on the ground efforts in DC and via email. Recap of the October 2nd Abortion Rally: <https://www.youtube.com/watch?v=y1w0MPjVwQ8>

Digital Team Upcoming/Ongoing Campaigns & Events 2021-2022

- Level Up NOW!
- Organize for Justice
- Feminist Public Square
- Run NOW
- Giving Tuesday
- Justice at Our Border: Addressing the Hazards of Living as Undocumented Women
- 2022 Racial Justice Summit
- 2022 National NOW Conference

Strategic Organizational Upgrades - On track

- 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)
 - data has successfully been migrated into every action
 - UAT testing has successfully been completed
 - membership module is in the process of being set up
 - De-duping and duplicate merging will take place by end of November
 - Full sustainer migration started and will be completed by December 6th
- The NAC will no longer be using win funds as of December 31st

- the NAC will no longer be using Salsa as of February 2022-this timeline is within the confines of contractual agreements.

Graphic and Multimedia Associate – Prince Arrington V

The digital team is in the active process of hiring a new graphic designer.

Social Media Associate – Leanne Shinkle

Overall Summary:

As a social media associate for NOW, I am always looking for creative ways to get our audience more engaged, enhance our credibility, and uplift our leaders. Through the months of September, October, and November we have ran several campaigns. Throughout all three months, we have started implementing 'NOW Quizzes' on our Facebook page and the response has been very good, we are trying to implement more engagement and community on our pages.

September: Women's Equality Day is in September so we turned into a month long campaign highlighting women's achievements throughout history. We also implemented a 'Get Vaccinated NOW' campaign to spread awareness and information about the COVID-19 virus and vaccine. We also started heavy promotion for the NOW Abortion Rally campaign and Chloe and I worked together to build an 8 page Digital Toolkit that went out to the membership.

October: NOW held a private screening of the documentary 'The Business of Birth Control' and after another team member created the graphics, I spent some time building out the promotion on social media targeting our membership and encouraging people to become members in order to attend. We ran a campaign for Hispanic Heritage Month and National Domestic Violence Awareness Month. Chloe and I worked together to build a toolkit for the NOW YFNC and we created social media for them leading up to the Girl's State of the Union. We also pushed an informational campaign on MMIW.

November: We ran a campaign for Indigenous Heritage Month, Homelessness Youth Awareness Month, Feminist Empowerment in the workplace, and the 'F' word campaign. As a team, we are trying to re-strategize the way we post, especially on Instagram.

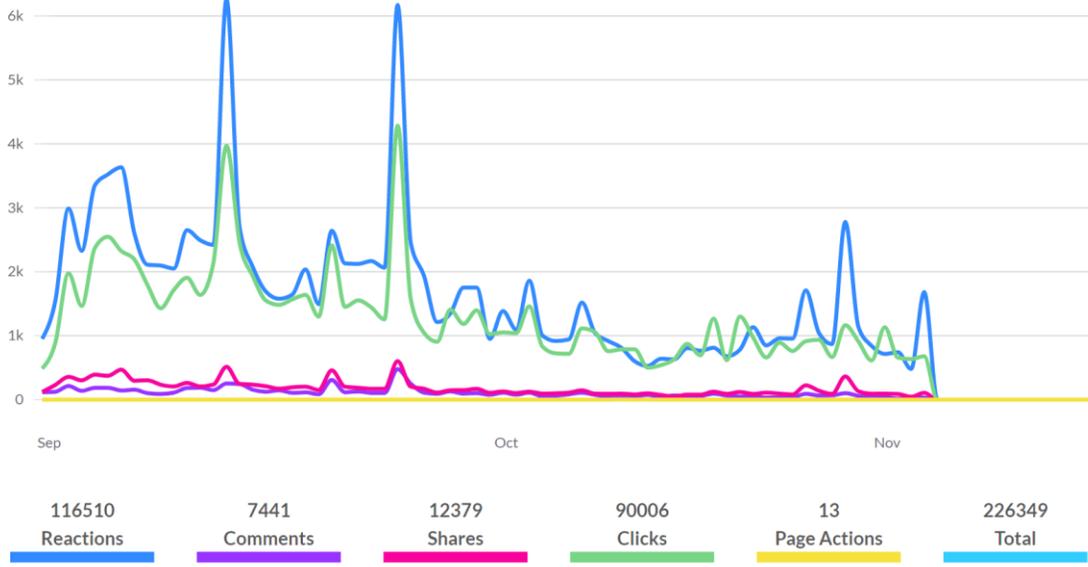
Highlights:

- Our analytics skyrocketed during the month of September and October due to the abortion rally and the attention people were giving to the organization. Because of this, our analytics were reaching numbers we have never seen before.
- Instagram is now using a 'link' feature on stories for all Facebook users so we will be able to share event graphics without making them an actual 'post'
- At our last board report meeting we were 700 followers away from reaching out 10K goal. Now we are just 220 away and we are in the process of planning a giveaway to push us to the finish line.

Metrics on next page*****

This is for Facebook: At the last board report check in, the blue 'total' was 122,463 so we have almost doubled.

Page Engagements

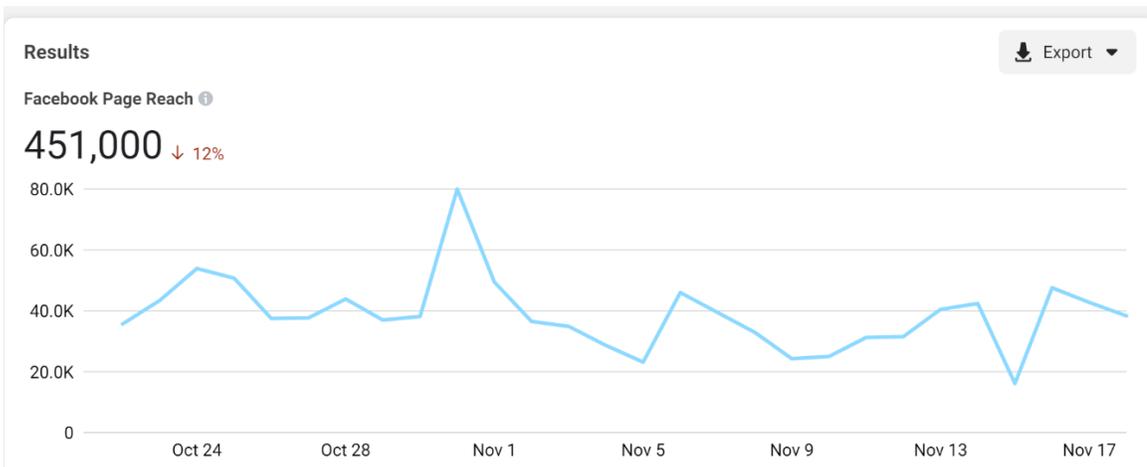


Our top performing posts in October:

Content Sort by: Reach

<p>Sun Oct 31, 6:45am A Happy Feminist Hallow... Post Reach 31.8K</p>	<p>Sat Nov 6, 7:14am Reminder: NOW will alwa... Post Reach 28.7K</p>	<p>Thu Oct 28, 1:47pm My face when a man tells... Post Reach 28.5K</p>
<p>Tue Nov 16, 9:39am "Paid family leave is not a... Post Reach 27.4K</p>	<p>Sat Nov 13, 11:30am You don't have to justify y... Post Reach 26.3K</p>	<p>Tue Nov 16, 7:15am A playful story to start yo... Post Reach 19.1K</p>

In 28 days, we have reached almost a half a million people- this exceeds our goal of 200,000 a month.



Twitter:

Top tweets over the past 3 months

Try Pro for free | National NOW | 2021-09-01 ~ 2021-11-19

Top Posts

Sort-By: Engagement

National NOW
Nov 16, 2021 1:16 PM

"Paid family leave is not a vacation. We are sending women bleeding,



Likes: 111 | Retweets: 53

National NOW
Sep 2, 2021 2:30 PM

Basic health care includes access to safe and legal abortion. Period.

Likes: 110 | Retweets: 30

National NOW
Nov 17, 2021 11:13 AM

Women's rights shouldn't depend on who is in office. We need women in the Constitution- this is way past due. #ERAYES #ERANOW

Likes: 90 | Retweets: 40

National NOW
Oct 26, 2021 10:10 AM

Dear lawmakers, It's time to add women into the Constitution. #ERAYES #ERANOW

National NOW
Oct 4, 2021 4:04 PM

Friendly reminder: Black Lives Matter.

National NOW
Sep 7, 2021 9:35 AM

Women still do not have Constitutional equality. Read that again. #ERANOW #ERAYES

Account home

National NOW @NationalNOW | Page updated daily

28 day summary

with change over previous period

Tweets: 254 ↓10.9%	Tweet impressions: 362K ↓6.3%	Profile visits: 22.2K ↑21.6%	Mentions: 739 ↑4.5%	Followers: 109K ↑207
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Nov 2021 • 18 days so far...

Digital Media Associate - *Chloë Williams*