

Digital Media Team Report October 2022

Kim Sontag - Digital Media Director

Responsibilities & Duties

- Implement and launch email blasts
 - Membership Communications
 - Action Alerts
 - Press Statements/Press Releases
 - Media Advisories
 - OTR's
- Maintain efficient and effective deliverability
- Day-to-day responsibility for updating the National NOW website.
 - Currently updating VAWA and Reproductive Rights Core Issue pages
- Monthly Renewals
- Collaborate with MalWarwick/DonorDigital fundraising campaigns

Social Platforms NOW Uses

- Facebook
- Twitter
- IG
- LinkedIn
- Spotify

Digital Team Upcoming/Ongoing Programs, Campaigns & Events 2022

All NOW events are on the website either on the front page in the large & small boxes or on the Event link on the top menu bar

2022

Recently passed events:

- Women's Convention – Houston
- National NOW Conference
 - [Art-a-Thon](#) – Submissions of art was used in between speakers and plenaries at the conference. These works can be found via the provided link.
- Level Up NOW!
- Run NOW

2023

- Racial Justice Summit - February

Organizational Upgrades

- EveryAction
 - Webinar regarding implementation and migration of our CRM and Financial database can be found here: https://now.org/wp-content/EA_Implementation_2022.mp4
 - Continued learning of the database and its capabilities.

Leanne Shinkle - Digital Media Lead

Board Report: October 2022:

Daily/Monthly Responsibilities and Duties:

- Manage all social media platforms
 - Research daily content to post relating to our core issues (articles)
 - Create evergreen graphics and tweets
 - Monitor all social media inboxes and respond accordingly
 - Monitor comments sections on all social media platforms
 - Create monthly, weekly, and daily strategies for content, campaigns, posting times, audience, and current events
 - Place all social media in HeyOrca where I review and approve it
 - I build monthly campaigns, do the research, build the graphics, write the copy, and post out
 - Manage Digital Media intern

Overall Summary:

Through the months of August, September, and October, we ran several campaigns. In August, I built NOW conference quote recap graphics, promoted the Women’s Convention, and I built the graphics and pushed a campaign for Women’s Equality Day. In September, we ran a campaign on LGBTQIA+ allyship, and in October, I did the research and built graphics for Domestic Violence Awareness Month and Love Your Body. Throughout all three of these months, we have been running ongoing campaigns with our coalition partners such as Britney Griner, RUN NOW, Women are Voting, Telehealth is Health, and more. We’ve held a few Instagram Lives and they have all been successful. I built those graphics and crafted all of the promotions. I’ve also filled our calendar with event promotions for events that Christian and Bear participate in and I’ve been working on more quote graphics for Christian. In the next upcoming months, I will be building more materials for Love Your Body, Racial Justice Summit, Feminist State of the Union, and more.

Metrics Highlights/Mentions:

-I worked with Marie to get the documents needed to request verification on Instagram and I haven’t heard back yet

August Twitter Analytics:

-469k impressions, 44.6k profile visits

September Twitter Analytics:

-2.16M impressions, 225k profile visits

October analytics still in process

August-September Facebook analytics:

650,571 impressions

Top posts:



National Organization for...
Aug 27, 2022 4:04 PM

Bessie Coleman was the first Black woman to earn a pilot's license 100



Clicks	Reactions	Comments
397	1126	29
Shares	Reach	Impressions
75	18946	19858



National Organization for...
Aug 17, 2022 6:00 PM

It's great to see the Army is taking women's needs seriously. This



Clicks	Reactions	Comments
898	512	64
Shares	Reach	Impressions
33	16789	17510



National Organization for...
Sep 8, 2022 9:33 AM

It has been 202 days since Brittney Griner has been wrongfully



Clicks	Reactions	Comments
957	410	93
Shares	Reach	Impressions
12	5665	5667



National Organization for...
Sep 5, 2022 12:49 PM

Great news! Bank of America is now offering a new loan to make

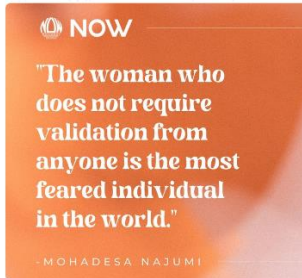


Clicks	Reactions	Comments
845	286	93



National Organization for...
Aug 25, 2022 6:28 PM

This quote is spot on. Don't waste your time seeking reassurance from

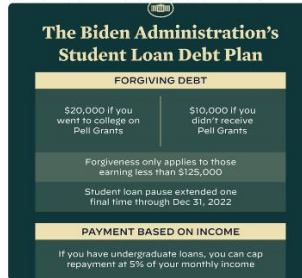


Clicks	Reactions	Comments
175	686	24



National Organization for...
Aug 24, 2022 12:08 PM

This is excellent news! Women are disproportionately affected by



Clicks	Reactions	Comments
455	274	33