

Digital Media Team Report March 12 & 13, 2022

Digital Media Manager – Kim Sontag

Daily/Monthly Responsibilities & Duties

- Implement and launch email blasts
 - o Membership Communications
 - o Action Alerts
 - o Press Statements/Press Releases
 - o Media Advisories
 - o OTR's
- Maintain efficient and effective deliverability:
 - o Consistent Open Rate of 31% over all
- Day-to-day responsibility for updating the National NOW website.
- Monthly Renewals
- Collaborate with MalWarwick/DonorDigital fundraising campaigns

Digital Team Upcoming/Ongoing Programs & Events 2022

- Level Up NOW!
- Feminist Public Square
- Run NOW
- 2022 Racial Justice Summit: Connected by Justice & Intersectionality: Facing the Realities of Race in America
- Feminist State of the Union
- Dollar for Dollar NOW: From Pay Equity to Paid Leave, The Push for Economic Justice
- 2022 National NOW Conference

Strategic Organizational Upgrades

- Integration to EveryAction has been completed with exception for the following:
 - o Rebates proc is targeted for completion April 2022
 - o Automated Renewals April 2022
 - o Various Accounting system setups

Digital Team Associate/Graphic Designer - Casey Snipes

Highlights:

- Was welcomed to the NOW team as the new Digital Team Associate/Graphic Designer
- Became familiarized with company expectations
- Learned about internal campaigns and specs for them
- Expounded on graphics for the RJS Summit that was held at the end of February
- Created and presented conference graphics for the July NOW Conference that will be held in Chicago

The first couple of weeks at NOW were very unorganized due to the amount of events that were taking place. Once out of them, I was able to enjoy meeting the team and display what I could bring to the table.

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 December, January, and February, we have run several campaigns. Some of those campaigns include a Human Rights Month campaign uplifting activists, empowering feminists in the workplace, a campaign on economic disparities for women, and a campaign to uplift young racial justice activists. We also had several events throughout the past 3 months, and we did plenty of social media promotion for each event.

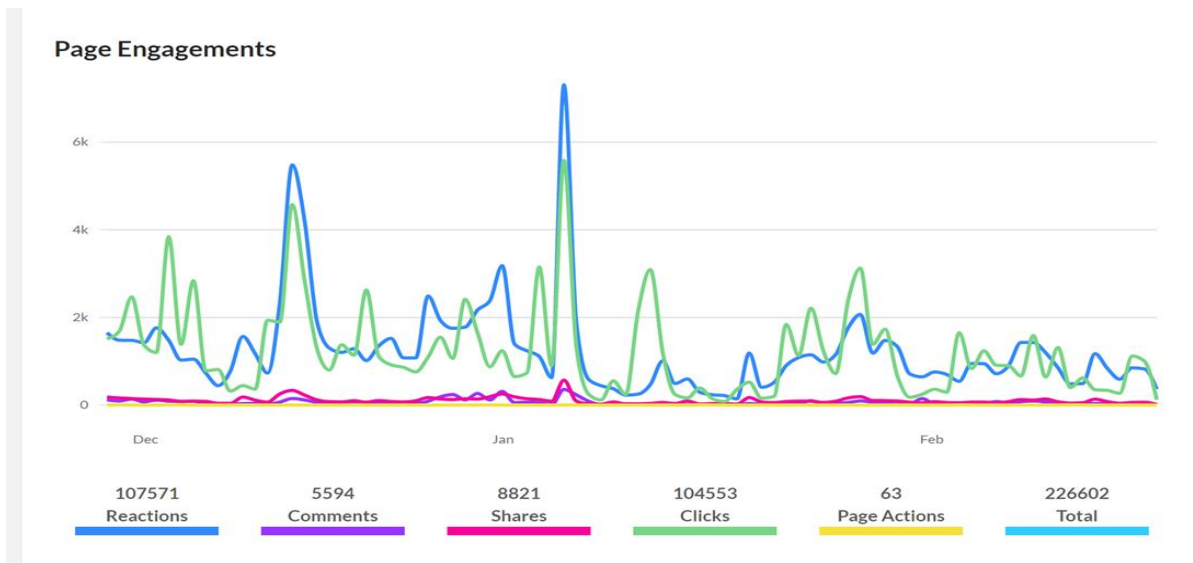
Highlights:

- Our Instagram account reached 10k followers
- Our analytics were incredible on Facebook in December
- We have reached our analytics goal on Twitter every single month.

Metrics:

Facebook over a three-month span:

-We reached 600k people in December. Unfortunately, that number tanked by more than 50 percent in January because of overpromoting of events.





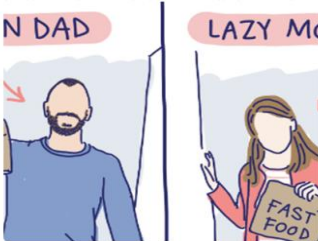


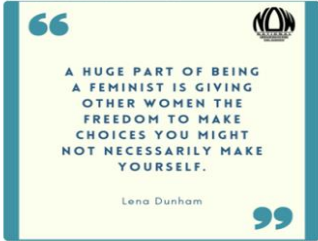
Twitter:

We are consistently reaching our 400k a month goal

28 day summary with change over previous period



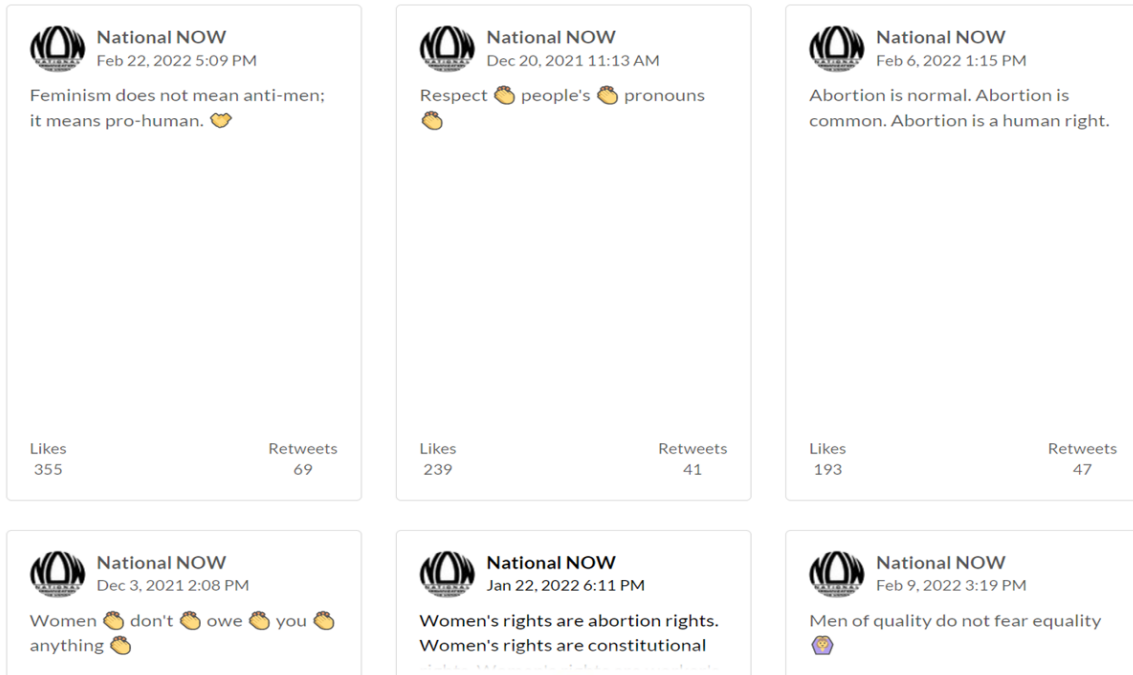
Top performing posts on Facebook:

<p>National Organization for... Jan 7, 2022 3:23 PM</p> <p>BREAKING: Travis and Greg McMichael, who were convicted of</p>  <table border="1"> <tr><td>Clicks</td><td>Reactions</td><td>Comments</td></tr> <tr><td>4260</td><td>8705</td><td>579</td></tr> <tr><td>Shares</td><td>Reach</td><td>Impressions</td></tr> <tr><td>566</td><td>83978</td><td>84354</td></tr> </table>	Clicks	Reactions	Comments	4260	8705	579	Shares	Reach	Impressions	566	83978	84354	<p>National Organization for... Dec 16, 2021 5:04 PM</p> <p>The abortion pill is safe and effective. We cannot restrict access!</p>  <table border="1"> <tr><td>Clicks</td><td>Reactions</td><td>Comments</td></tr> <tr><td>3902</td><td>7398</td><td>172</td></tr> <tr><td>Shares</td><td>Reach</td><td>Impressions</td></tr> <tr><td>424</td><td>55138</td><td>57880</td></tr> </table>	Clicks	Reactions	Comments	3902	7398	172	Shares	Reach	Impressions	424	55138	57880	<p>National Organization for... Jan 30, 2022 6:00 PM</p> <p>We have to talk about this. Fathers aren't babysitters- they are parents.</p>  <table border="1"> <tr><td>Clicks</td><td>Reactions</td><td>Comments</td></tr> <tr><td>5131</td><td>1737</td><td>117</td></tr> <tr><td>Shares</td><td>Reach</td><td>Impressions</td></tr> <tr><td>243</td><td>47324</td><td>47869</td></tr> </table>	Clicks	Reactions	Comments	5131	1737	117	Shares	Reach	Impressions	243	47324	47869
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<p>National Organization for... Jan 1, 2022 2:19 PM</p> <p>In 2022, Black lives still matter.</p>  <table border="1"> <tr><td>Clicks</td><td>Reactions</td><td>Comments</td></tr> <tr><td>910</td><td>3962</td><td>334</td></tr> </table>	Clicks	Reactions	Comments	910	3962	334	<p>National Organization for... Dec 15, 2021 2:03 PM</p> <p>Today we mourn the loss of legendary feminist and author, bell</p>  <table border="1"> <tr><td>Clicks</td><td>Reactions</td><td>Comments</td></tr> <tr><td>1345</td><td>1998</td><td>84</td></tr> </table>	Clicks	Reactions	Comments	1345	1998	84	<p>National Organization for... Dec 12, 2021 11:39 AM</p> <p>A quote about ✨ intersectional feminism ✨ "A huge part of being a</p>  <table border="1"> <tr><td>Clicks</td><td>Reactions</td><td>Comments</td></tr> <tr><td>339</td><td>1443</td><td>49</td></tr> </table>	Clicks	Reactions	Comments	339	1443	49																		
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Top performing Twitter posts:

Top Posts

Sort-By: Engagement ▾



Post Text	Date	Likes	Retweets
Feminism does not mean anti-men; it means pro-human. 🧡	Feb 22, 2022 5:09 PM	355	69
Respect 🧡 people's 🧡 pronouns 🧡	Dec 20, 2021 11:13 AM	239	41
Abortion is normal. Abortion is common. Abortion is a human right.	Feb 6, 2022 1:15 PM	193	47
Women 🧡 don't 🧡 owe 🧡 you 🧡 anything 🧡	Dec 3, 2021 2:08 PM		
Women's rights are abortion rights. Women's rights are constitutional	Jan 22, 2022 6:11 PM		
Men of quality do not fear equality 🧡	Feb 9, 2022 3:19 PM		

Digital Communications Board Report - Chloë Williams

Daily Responsibilities & Duties

- **Keep Assignments Updated in Trello**
- **IG & TikTok Engagement**
 - “Like” and “comment” on content from our chapters and partner organizations
 - “Like” comments made on our social media posts
 - Creating & sharing IG stories and TikToks
 - Researching for events or days of recognition happening on social media
 - Seeing what our chapters are up to & sharing their events to Kim for What’s Up NOW
- **Evergreen Graphics**
 - Researching and creating evergreen graphics for social media: Twitter, Instagram/Facebook, Instagram Stories, etc.
 - Evergreen graphics created:
- **Evergreen Content**
 - Researching and creating evergreen Twitter copy
 - Researching articles relating to our core issues for Leanne to post on social media
 - Spotify playlists & cover art
- **Backing-Up Social Media Associate (Leanne Shinkle)**
 - Monitoring our comments sections and replying to questions
 - Helping schedule content on HeyOrca when needed
- **Rip Videos from Events**

- Downloading videos from events, add any extra content (such as content warnings), and upload to SharePoint
- **Misc**
 - Attending meetings
 - Keeping hours log
 - Completing and updating Work Plans and metrics trackers

December

- **December Special Events Graphics**
 - Created IG/FB & Twitter graphics for special event days in December
 - Graphics created: 16
- **National Human Rights Month**
 - Researched, created IG/FB & Twitter graphics, wrote social copy, scheduled in HeyOrca
 - Graphics created: 12
- **Embrace the F Word**
 - Created IG/FB & Twitter graphics, wrote social copy, scheduled in HeyOrca
 - Graphics created: 10
- **Million Call-In March to Congress**
 - Created FB/IG & Twitter graphics and one-pager
 - Graphics created: 7
- **NOW Giveaway**
 - Graphics created: 7
- **Racial Justice Summit Pre-Planning**
 - Graphics created: 9
- **Women Ruling 2021**
 - Graphics created: 2
- **Holiday Message**
 - Edited Holiday Message, created custom intro-graphic, and created thumbnail images
 - Graphics created: 3
- **NOW Wrapped**
 - Graphics created: 4
- **Year of Feminism Video**
 - Created year wrap-up video for NOW, researched images, created custom graphics, added music & transitions, exported
 - Videos Created: 1, Graphics created: 44

January

- **January Special Events Graphics**
 - Created IG/FB & Twitter graphics for special event days in January
 - Graphics created: 12
- **Second IG Giveaway**
 - Made graphics, drafted copy, & posted on IG Story
 - Graphics created: 6
- **National Slavery & Human Trafficking Prevention Month Campaign**

- Researched, created IG/FB & Twitter graphics, wrote copy, scheduled in HeyOrca
- Graphics created: 8
- **Economic Justice Statistics Campaign**
 - Researched, created IG/FB & Twitter graphics, wrote copy, scheduled in HeyOrca
 - Graphics created: 16
- **Dollar for Dollar NOW**
 - Created mood board, event graphics for all platforms, & logo build
 - Videos created: 1, Graphics created: 24
- **Feminist Public Square**
 - Created event graphics & logo build, ripped & edited event video
 - Videos created: 1, Graphics created: 13
- **Rise Up 4 ERA**
 - Branded 4 pre-made graphics
- **Justice At Our Border**
 - Created: save-the-date and event graphics, mini-toolkit for external organizations with sample copy, website hero image, logo build; ripped & edited event video
 - Toolkits created: 1, Videos created: 1, Graphics created: 41
- **Roe Anniversary Video**
 - Created 45sec video of NOW's fight for Roe with custom graphics
 - Videos created: 1, Graphics created: 13
- **Roe Digital Storytelling**
 - Reached out to & corresponded with possible interviewees on TikTok, created Video Recording Best Practices document, conducted interviews, edited 4 videos with custom graphics (one for each interviewee), created social media content for all platforms, created one-pager, wrote event copy, scheduled content in HeyOrca
 - Videos created: 4, Graphics created: 23

February

- **February Special Events Graphics**
 - Created graphics all platforms for special event days in February
 - Graphics created: 45
- **Conversations with Christian IG Live**
 - Made graphics for all platforms, drafted copy, scheduled in HeyOrca
 - Graphics created: 3
- **NOW Black Presidents**
 - Made graphics for IG/FB and Twitter honoring 2 past NOW Black Presidents
 - Graphics created: 6
- **Femicide Campaign**
 - Researching and developing for this campaign, will build graphics for all platforms
 - WIP

March

- **March Special Events Graphics**
 - Created graphics for all platforms for special event days in March
 - Graphics created: 62
- **Constitutional Justice Graphics**
 - Will create evergreen Constitutional Justice/ERA graphics for all platforms for NOW's Constitutional Justice theme for March
 - WIP

Run NOW 2022

- **Toolkits**
 - Created general & Young Feminists' toolkits
 - Toolkits created: 2
- **Social Media Copy**
 - Drafted copy for general audience & Young Feminists, evergreen & event-specific
- **Evergreen Graphics**
 - Created new, more visually-appealing suite of evergreen graphics for Run NOW
 - Graphics created: 9
- **Event Templates**
 - Created new, more visually-appealing event graphic templates for Run NOW
 - Graphics created: 4

Evergreen Campaigns

- **Weekly Quiz**
 - Researched quiz questions & made FB & IG Story graphics
 - Graphics created: 6
- **Evergreen Graphics**
 - Created evergreen graphics for all platforms
 - Graphics created: 87
- **Evergreen Tweets**
 - Drafted evergreen Tweets for Leanne
 - Tweets drafted: 38
- **Christian Quote Graphics**
 - Created evergreen graphics using quotes from Christian
 - Graphics created: 4
- **Art-A-Thon**
 - Created a 13-slide proposal for a digital Art-a-Thon where NOW members and followers can submit their original artwork to be included in a digital art gallery or presentation to showcase submissions
 - Recently approved by Christian, moving into planning phase
- **Feminist Beauty**
 - Created a 24-slide research presentation to pitch a campaign to uplift and possibly partner with a beauty brand that has historically supported women's organizations

- Recently approved by Christian, moving into planning phase

TikTok

- **Creating & Sharing Content**
 - Researched trends
 - Created content 1-2 weeks in advance
 - Created copy for each video
 - Scheduled in HeyOrca (generally post 3 per week)
 - Posted on day-of & share on social media
 - Organized Staff TikToks
- **Documents Created**
 - TikTok Source Material Approval Document
 - Updated Staff & Intern TikTok Participation Document
 - Research on Trending TikTok Songs from Artists of Color
- **Engagement**
 - Engaged with those who comment on our videos
 - Engaged with TikToks aligning with our core issues
- **Metrics/Analytics**
 - TikToks created (including unpublished drafts): 60
 - Followers: 455
 - Likes: 8,001

Misc. Tasks

- **Level Up NOW Evergreens**
 - Designed new evergreens for Level Up NOW that matched the program's aesthetic
 - Graphics created: 4
- **Legacy-Giver Certificate Designs**
 - Created certificate of appreciation designs for legacy givers
 - Graphics created: 5
- **ERA Photos Compilation**
 - Compiled photos surrounding NOW's work towards Constitutional Justice/ERA for a partnership event with ERA Coalition on 1/27
- **Research on Spotify's Interests**
 - Conducted research on Spotify's interests and donations following (now-ongoing) controversy with Joe Rogan podcast
- **Research on Photo Use**
 - Conducted research on media rules and law on using photos from protests and rallies without release papers
- **Intern Training**
 - Met with spring semester intern to train her on Instagram story graphics and weekly quiz graphics creation