

Digital Media Team Report December 10, 2022

Digital Media Director – Kim Sontag

Daily/Monthly Responsibilities & Duties

- Oversee and manage all work that is requested of the digital team
 - Contribute as necessary to ensure all work stays on task
- Maintain internal task management
- Attend daily/weekly meetings to stay in touch with other departments and external partners
- Implement and launch email blasts
 - Membership Communications
 - Action Alerts
 - Press Statements/Press Releases
 - Media Advisories
 - OTR's
- Maintain efficient and effective deliverability:
 - Consistent Open Rate of 33% over all
- Day-to-day responsibility for updating the National NOW website.
- Monthly Renewals
- Collaborate with MalWarwick/DonorDigital fundraising campaigns
- Daily collaboration with Scott Circle Communications all comms related content

Digital Team Programs & Events 2022

- POP Out to the Polls in Georgia
- Womens Convention in Houston
- Conversations With Christian on IG
- Love Your Body Art-a-Thon
- 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

- In maintenance mode with EA
- Correcting inconsistencies and errors when they are brought to our attention

Chloe Williams, one of the digital teams' associates left in August. Leanne and I picked up all the graphic work that Chloe was doing. Our intern Pemma Lhazin has been a tremendous help as well. High level:

- Evergreen graphics for the months of September, October, November, December and January/February of 2023
- Small campaign graphics as needed
- Special projects and presentations when requested
- Attending events, when possible, to take onsite/in-person photographs

Digital Media Lead - Leanne Shinkle

Projects I've been working on:

- Thanksgiving and Holiday social

- Built out promotion for the upcoming IG live, Level Up NOW, and the Love Your Body Art-a-Thon
- Worked with Sara to get all social media out for Giving Tuesday, CFC, and End of Year
- Campaigns and special event days for November and December

Analytics to highlight:

Important note: In November, organizations, and accounts across the board saw a major decrease in followers on Instagram and Twitter. Overnight, accounts were losing thousands of followers, which was a universal thing. Our Twitter account especially was impacted by this, but not as significantly as I am seeing others were. These platforms never released a real explanation, but it is speculated that this was an effort to clean up the apps and delete bots or inactive accounts.

November highlights:

Twitter:

NOV 2022 SUMMARY

Tweets
188

Tweet impressions
948K

Profile visits
62.9K


Mentions
9,696

New followers
-2,969


Facebook Top Performers:

Post Performance

Filter Sort: Engagement

 National Organization for...
Nov 26, 2022 11:39 AM

For more than 50 years, we've had the same message: Our bodies, our



Clicks	Reactions	Comments
107	387	45
Shares	Reach	Impressions
38	7446	7504

 National Organization for...
Nov 20, 2022 10:14 AM

On this Transgender Day of Remembrance, we remember those



Clicks	Reactions	Comments
90	384	11
Shares	Reach	Impressions
76	7934	7979

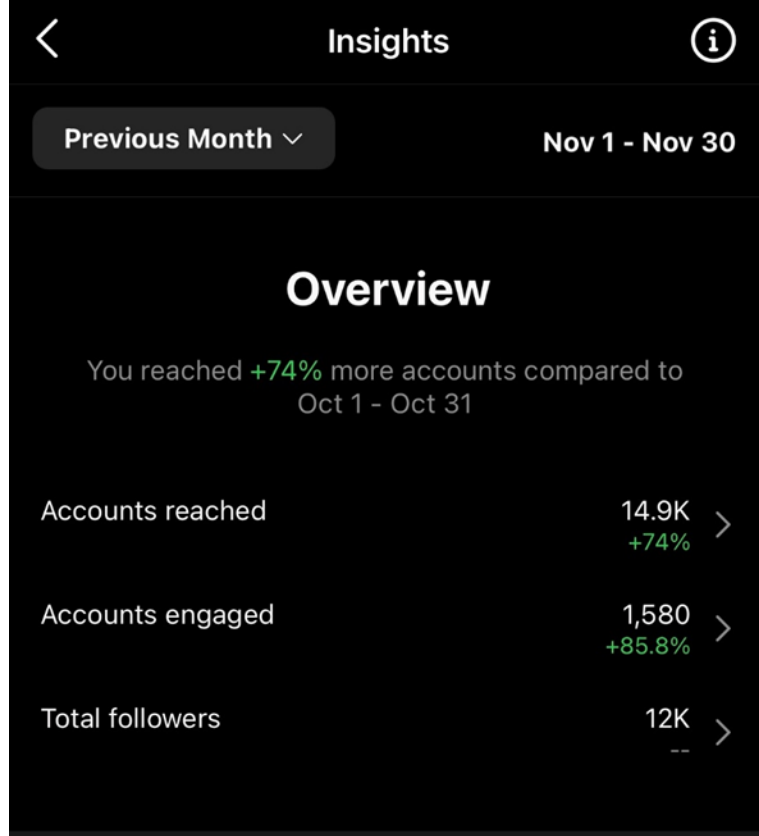
 National Organization for...
Nov 30, 2022 9:14 AM

Today on her birthday, we honor the life and legacy of Shirley Chisholm!



Clicks	Reactions	Comments
80	374	22
Shares	Reach	Impressions
78	7769	7769

Instagram Analytics:



Leanne's last day was Friday, December 9th, she was with the NAC for two years. She contributed a lot to the digital team not only in her graphic abilities but in her ability to grow our social platforms to competitive levels to larger orgs than ours and we are able to pull in impressions that exceed the thousands weekly. We are excited for her growth and wish her the best of luck in her new role.

Digital Media Inter – Pemma Lhazin

General graphics:

- November special events graphics
- December special events graphics
- January special events graphics
- Evergreen graphics for social media
- Campaign graphics – Reproductive Health
- Partnership graphics - Charlie's graphics, Trust Women

For holiday socials:

- Compiled a list of articles and captions to go along with them for twitter that cover our core issues.
- The issues range from period poverty, economic justice, and shine light on the successes of women.
- Before starting the holiday socials - produced 10 evergreen tweets every week.

Developed graphics for campaigns:

- I have also been doing research before making the graphics to make sure I have a clear understanding of what I'm building.

- I did some research for human trafficking and the work the Trump & Biden administration have done, and what is lacking as well.

I also made 8 TikTok's and 1 reel. You can follow us on TikTok @national_now

Apart from these tasks, I worked on:

- My blogpost: [Amongst the Millions Starving: Women and Children Hit Hardest in Yemen and Afghanistan](#)
- Taking pictures at the Women's March Rally
- Notes for one of Christian's partnership calls
- Editing pictures
- Scheduling posts into HeyOrca

Pemma's last day as the Digital Media intern was yesterday, Friday December 9th. Pemma became the face of our TikTok and created some very entertaining videos.