

## **Digital Media Report June 2023**

### **Digital Media Director – Kim Sontag**

#### **Daily/Monthly Responsibilities & Duties**

- Manage Digital Department
- Attend daily/weekly meetings
- Implement/launch email blasts
- NOW Website
- Monthly Renewals
- Vendo Collaboration

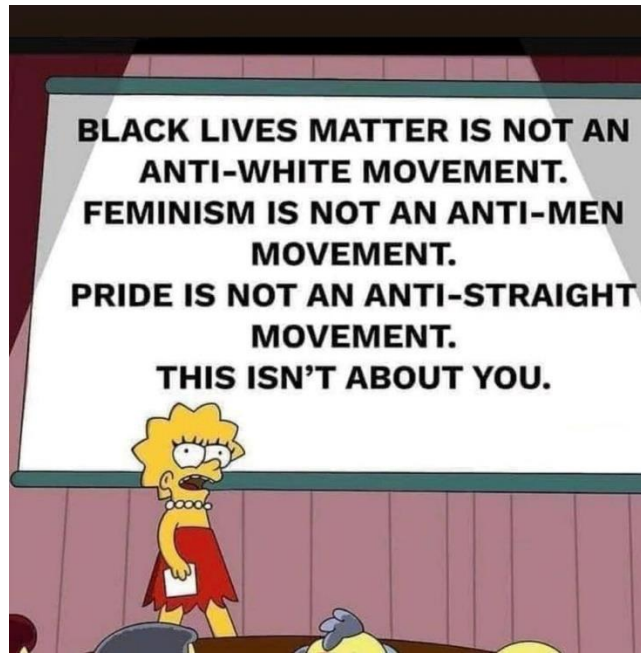
#### **Digital Team Programs & Events 2023**

- **Feminist State of the Union** – April 27<sup>th</sup>
  - Designed event graphic
  - Built all supporting graphics
  - Built & shared email blasts
  - Built out event webpage
- **Run NOW** (Multiple dates)
  - Updated supporting graphics
  - Built & shared email blasts
  - Updated webpages
  - Video Playbacks
- **Level Up** – May 20<sup>th</sup>
  - Updated supporting graphics
  - Built & shared email blasts
  - Updated webpages
  - Video Playbacks
- **Dobbs Week of Action** - June 20-23
  - Designed graphic
  - Built landing page
  - Sent emails
- **2023 National NOW Conference** - June 29-July 2
  - Designed event graphic
  - Built all supporting graphics
  - Built & shared email blasts
  - Built out event webpage
  - Program Book
  - All event signage

#### **Social Media**

##### **Instagram**

- Reach: +8% (154K) Engagement: +3% (18.49K) Net Followers: +23% (125)
- Top post: 508 Likes & 289 Shares



- Instagram: An increase in people visiting NOW's IG profile (+30.8% or 365 people)
- +84% increase in accounts reached (19.8K)
- +86% increase in accounts engaged (3309)
- +0.3% increase in total followers
- +80% increase in impressions (44,968)
- 438% increase in accounts engaged that weren't following now.
- 197% accounts reached that weren't following NOW
- +97% increase in post interactions (5,755)
- +24.3% increase in Reels Interactions (844)

### Top IG Posts


**Jess Piper**  
 @Piper4missouri


In the days of early medicine, women were forced to carry a dying fetus because there was nothing else to do until mom died of sepsis or the fetus expelled itself.

**With modern medicine, women are forced to carry a dying fetus because politicians use women as political capital.**




**Love**  
 is an awful  
 thing to hate.




**Christian Nunes**  
 @ChrisFNunes

Until the killing of innocent black people becomes a problem for everyone, everywhere, black lives will not matter, & justice cannot occur.

Ajike "AJ" Owens #SayHerName



### Twitter

Increase in engagement on Twitter over the last week with:

- 43.7K impressions

- 4.3% Engagement Rate
- 148 Link Clicks

Top Twitter posts:



Video:

["I believe in supporting and protecting #trans youth. I believe they, along with their parents and their caregivers will make the best decisions. And I would really urge #politicians like you to stay out of their business." - @SecBecerra \\*Mic Drop\\*](#)

Facebook

- Reach: +8% (154K)
- Engagement: +3% (18.49K)
- Net Followers: +23% (125)

Top Posts:



[Facebook Link](#)