

Digital Media Report September 30th

Digital Media Director – Kim Sontag

Daily/Monthly Responsibilities & Duties

- Oversees all digital needs for NOW
- NOW Website updates & management
- Implement/launch informational email blasts
- Attend daily/weekly strategy meetings
- Monthly Renewals (Digital & Direct Mail)

Projects

- Cataloging historical videos on the NOW website
 - Preparing archiving historical pages & videos to the Schlesinger Library
- Updating all Core Issue pages

Digital Programs & Events 2023

- **Run NOW** (Multiple dates)
 - Updated supporting graphics
 - Built & shared email blasts
 - Updated webpages
 - Video Playbacks

Graphic Projects

- Year-end video
- Holiday Card

Social Media

Facebook:

Video: More celebrities should take a note from [Taylor Swift](#) and stand on the right side of history!

1. 10K likes
2. 773 comments
3. 826K views



Graphic: Mom, what is a “contradiction”? Believing that a 12-year-old is mature enough to give birth, but needs parental approval to check out a library book.

1. 3.3K likes
2. 132 comments
3. 1.6K views



[Video:](#) Megan Rapinoe fighting for equal pay.

1. 1.8K likes
2. 276 comments
3. 15K views



Instagram:

[Post:](#) "You can't tell someone you love them and then vote for someone who will hurt them." - @MattXIV

1. Reach: 23,345
2. Impressions: 24,894
3. Interactions: 2,597



[Reel](#): What's the leading cause of death amongst children in the United States? And I'm gonna give you a hint. It's not drug show readings to children.

It's firearms. More than cancer, more than car accidents. - Jon Stewart @theproblem

1. Reach: 12,290
2. Plays: 12,889
3. Likes: 934



[Post](#): Breaking: Texas Judge rules that doctors can't be prosecuted for using their own medical judgement to perform lifesaving abortions!



BREAKING UPDATE: As of August 5th the Texas state AG filed an appeal with the Texas Supreme Court and abortion bans are back in place. :rage::rage:

1. Reach: 7,404
2. Impressions: 7,706
3. Interactions: 1,751

Twitter:

Post: "If you care about the fitness of our military, then part of that readiness imperative includes access to the full spectrum of #reproductivecare." Period! End of story.



Thanks to @RepPressley for speaking up for military service members, especially the #survivors! #Abortion
pic.twitter.com/cU6GJW6gWW

1. Impressions: 23,857
2. Engagements: 488

Post: Mifepristone is safer than Viagra. Pass it on!

1. Impressions: 6,971
2. Engagements: 300



[Post: This!](#)

Retweet: Mikel Jollett @Mikel_Jollett, Sep 7

Maybe it's just me but if you're mad the government suggested you wear a mask to prevent the spread of a deadly disease but fine with the government telling women they have to take a pregnancy test just to travel between states, "government overreach" isn't really your problem.

1. Impressions: 5,809
2. Engagements: 93

