

## Digital Media Report December

### 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)
- EveryAction

#### Projects

- Updating all Core Issue pages - ongoing

#### Digital Programs & Events 2024

- Gender Justice & Democracy Townhall Tour
- 4-Stages of Feminism
- Racial Justice Summit/Mental Health Townhall
- National NOW Conference – D.C.

#### Graphic Projects

- Year-end video
- Gender Justice & Democracy Townhall Tour
  - Created graphic
  - Built landing page

#### Accomplishment(s)

- Refresh of Chater Dropdown menu
- Reboot of the Rebate Proc

### Social Media

#### Facebook:

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

- 10K likes
- 773 comments
- 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.

- 3.3K likes
- 132 comments
- 1.6K views

**Video:** Megan Rapinoe fighting for equal pay.

- 1.8K likes
- 276 comments

- 15K views

#### **Instagram:**

**Post:** Tumblr post: So apparently in my sister's class, there was a trans girl that had been on the cheerleading squad for a while. When she came out, the other girls on the squad made the agreement that whatever boy made fun of her would never get a date. And if you think that's not the most metal girl alliance ever, you can sit down. Girls Protecting Girls.

- Reach: 92,945
- Impressions: 94,009
- Interactions: 26,053

**Post:** Hint: If you worry less about what gay and trans people do in public and worry more about what YOU do in public, everyone will be better off, yourself included. - [@reallyndacarter](#)

- Reach: 33,339
- Impressions: 35,202
- Interactions: 6,112

**Post:** X Post: Buffy the Psych Prof @DrPsyBuffy: Forced pregnancy and birth in a country without paid leave, without universal healthcare access, and without universal childcare is just straight up sadism.

- Reach: 18,013
- Impressions: 18,013
- Interactions: 3,219

**Post:** Happy Banned Books Week. These are the most banned books from public libraries and schools in the US.

- Reach: 13,890
- Impressions: 14,298
- Interactions: 2,484

#### **Twitter:**

**Post:** Dolly Parton didn't spend \$150M+ on space travel. Instead she donated 200 million #books to kids. We need more Dolly's in the world. #DollyParton

- Impressions: 8,636
- Engagements: 528

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

- Impressions: 7,798
- Engagements: 326

**Post:** "I do not believe my daughter should have to have fewer rights than my sons." - President Jimmy Carter and supporter of the Equal Rights Amendment. #ERA #Equality

- Impressions: 7,083
- Engagements: 535