

Digital Media Report July

Digital Media Director – Kim Sontag

Daily/Monthly Responsibilities & Duties

- Oversees all digital needs for NOW. This include but not limited to:
 - Maintain NOW and NOW PAC Websites
 - Oversees social platforms for both NOW & NOW PAC
 - Attend daily/weekly strategy meetings.
 - Monthly Renewals (Digital & Direct Mail)
 - Maintains EveryAction

Upcoming Digital Programs & Events 2024

- [Racial Justice Summit](#)
 - [RJS Video](#)
- National NOW Virtual Conference

Ongoing Projects

- Updating all Core Issue pages – VAWA

Graphic Projects

- National NOW Virtual Conference
 - Created graphic
 - Built-out landing page
 - Built-out ticket pages & manage attendee lists
- Racial Justice Summit/Mental Health Townhall
 - Created new graphic for event
- PAC Endorsement graphics

Accomplishment(s)

- Completed Core Issue Page updates:
 - Racial Justice
 - Constitutional Equality
 - Reproductive Justice
 - LGBTQIA+
 - Economic Justice

Social Media

- **Facebook:** 225k followers
- **Instagram:** 17.9k followers
- **Threads:** 11,300 followers
- **TikTok:** 1390 followers