

Social Media / Communications Consultant Report

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I've enjoyed being NWTRCC's social media consultant for the past 5 years, but I am pleased to have passed the baton to our new social media consultant, Sarah Mueller! I think NWTRCC will really benefit from Sarah's fresh perspective on the work.

I'm also glad to move on to carry on Ruth's work in publications: keeping up our blog as I have been doing, plus working more extensively to update and maintain our website and literature, plus developing and soliciting the content for each of our amazing newsletters!

Social Media

From November to February, I kept up our presence on Twitter and Facebook. I also prepared a set of divestment themed tweets that link to our new divestment website, for tax season.

Sarah Mueller began work on social media in February, at 5 hours a week (less than the hours I was doing, but her responsibilities are more limited than mine were). By Tax Day, I shifted all the social media work to Sarah, although we consult about details regularly!

Over the years that I've been working on this, Instagram has become a much larger social media platform, and Sarah is getting us more active on that platform. I made our NWTRCC Instagram in August 2015 but have posted very irregularly until now. Sarah is also working on making our social media accounts more engaging – asking more questions, getting folks actually interacting with our accounts.

Here's a numerical summary of the work I've done over the past 5 years! I know we're going to see a lot more growth with Sarah on board.

	Social Media Growth –Year over Year, 2013-2018					
	<u>11-Apr-13</u>	<u>14-Apr-14</u>	<u>9-Apr-15</u>	<u>1-Apr-16</u>	<u>1-Apr-17</u>	<u>6-Mar-18</u>
Twitter followers	31	388	648	~800	1,178	1,637
FB Page Likes	34	96	170	274	571	767
FB Group members	466	512	619	711	895	936
Instagram followers	n/a	n/a	n/a	n/a	n/a	92

Website/Blog

- I designed and created, with input from outreach committee, the Divest from War, Invest in People website to help promote NWTRCC's campaign: www.wartaxdivestment.org
- I completed the digitalization of the alternative fund guide, now available at: <https://nwtrcc.org/resist/redirection/starting-an-alternative-fund/>
- I posted regularly to the blog, as well as solicited and edited blog submissions. Check out the blog at: <https://nwtrcc.org/media/blog/>
- I finished and posted Podcast #7 just before the November meeting. It's available at: <https://nwtrcc.org/media/podcasts-and-talks/>

Newsletter/Literature

I sort of observed the Feb/Mar newsletter production this year, and shared the editing, writing, wrangling duties on the Apr/May newsletter. Jun/Jul will be my first newsletter issue as full editor! Feel free to contact me directly with potential content, but I'll also be working closely with Lincoln to make sure we're capturing all the material that comes his way!

I'm working on a revision of War Tax Resistance At a Glance.

Fundraising Committee

Attended phone meetings. Distributed fund appeals on the newsletter e-list, including a year-end appeal which brought in some additional donations, including from new donors!

Outreach Committee

Attended phone meetings to close out work with Sam and to create next steps for this committee.

Hiring

Participated in interviews and transition work for new social media consultant and new coordinator.