

Outreach Consultant Report

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I am so grateful to be in the position of Outreach Consultant with NWTRCC. Since beginning in this position in January, I have been immersed in the many resources of NWTRCC. I am learning quite a bit about the many people who have been doing WTR, the many tactics of going about that as well as a lot of the technicalities of WTR. There is still so much to learn yet I am so appreciative of the many people who have been engaged in this work and the many resources that have been developed over the years. A lot of my time over the past 12 weeks has been devoted to helping organize the NWTRCC gathering in DC. I was put in contact with some organizers in Corvallis OR following a radio interview I conducted in Chico CA. I am looking forward to “post DC” work that will allow me to focus more on social media and outreach to more members in our network especially in light of the feedback from the Youth Advisory Council.

General

Weekly Staff calls with Lincoln

Getting more familiar with NWTRCC material, printed and on the web

Becoming more acclimated with numerous NWTRCC platforms, website, Blogs, YouTube, Twitter ect...and learning all of the technical aspects of that work

Joined Counselor's Call and researching information about WTR counseling including reading Counselor's Notes from More Than a Paycheck

Provide weekly Invoices

Website/Blog

Write Blog posts and post to Facebook, Twitter and website via WordPress

Solicit Blog posts from others and post to Facebook, Twitter and website via WordPress

Research article material for Blog posts

Update information and links to NWTRCC website

Training

Reviewed documents from Erica on social media effectiveness

Participated in 5 training sessions with Erica on Zoom including one screen share session with interactive training on Zoom

Training with Lincoln on email setup, website login, hosting Zoom meetings (log in and recordings), WordPress, and Administration functions on Facebook

Introduction and training on Canva for editing images

Twitter

Set up daily posts to Twitter

Synch NWTRCC photos to Twitter posts to increase effectiveness

Monitor Tweets that are relative to NWTRCC and repost to NWTRCC account

Created new images and tweets for Tax Day 2019

Fundraising and Outreach Committees

Participate in monthly calls

Contributed edits to the Youth Advisory Council proposal

Took notes and participated in Youth Advisory Counsel Zoom Meeting

Sent out minutes to Outreach Call

Outreach

Conducted an interview about NWTRCC and WTR for Chico CA radio program Peace and Justice show on KZRF

Conducted personal outreach to network members throughout the US doing actions for Tax Day actions to solicit photos and report backs

Researched and consulted organizations in DC area for meeting spaces, sleeping arrangements and groups who can provide meals

Reached out to allies in DC area in strategizing and preparing for May gathering

Organized local Tax Day Action with outreach to WTR and allied organizations with over 1/2 participants joining in Tax Day Action for the 1st time

Fielded a lot of questions about WTR locally and from personal contacts and shared NWTRCC material and resources

Again I am so grateful to be in this new position with NWTRCC as well as your commitment to the Ad Comm. I believe NWTRCCs power lies in our collective voice and we would welcome hearing that voice in future Blog posts.

Social Media Growth Year to Year

	April 2017	April 2018	April 2019
Twitter Followers	1178	1637	1685
FB Page Likes	571	767	902 (970 followers)
FB Group Members	895	936	974
Instagram Followers	n/a	92	173

Social Media Reflections

NWTRCC's social media presence has grown pretty significantly over the past year as seen in the year to year growth. There has been an increase in group postings on the Facebook page as well as member engagement. I have found that personal invites to the FB page have been well received I am looking forward to the input from the YAC concerning NWTRCCs social media as well as utilizing tutorials available from Hootsuite and other sites that assist in increasing social media presence.