

**Sarah Mueller  
NWTRCC  
Social Media Consultant Report  
April 2018**

**START DATE:**

Started On-Boarding 2/26/2018  
Started Posting 3/1/2018

**GROWTH STATS:**

*I wasn't aware/forgot that I was to be keeping stats on this. I've done some digging + this is the best I've come up with. Going forward, I will be keeping a weekly tally of these growth statistics to make sure it remains as accurate as possible.*

*We've seen the largest growth in Instagram followers (nearly 60%) primarily because I have been very intentionally working to build it up. Instagram + Twitter are the two social media platforms most used by people under the age of 30.*

**Facebook:**

3/1/2018: 760  
4/30/2018: 817 total followers  
In last 30 days:  
New Page Likes: 36  
New Followers: 43

**Twitter:**

3/1/2018: 1600(ish)  
4/30/2018: 1,662

**Instagram:**

3/1/2018: 92  
4/30/2018: 143

**SOCIAL MEDIA – GENERAL REPORT:**

*The first couple weeks of my work were spent acclimating to the system of how social media has been done, as well as, NWTRCC's structure as a whole. Many thanks to the gracious support of Ruth + Erica!!*

*At the time I started, Erica already had a whole slew of tweets drafted with corresponding links + I mostly went off that. There is a target of 3-4 tweets per day. I have spent most of my energy reactively posting/re-posting from current events – with a special attention on building up our Instagram following.*

*On Tax Day, I travelled to NYC to meet Ruth + various tax resisting groups for their action at IRS Building in Manhattan. Ruth + Ed welcomed me to their home + chatted me up about the history of the work up until now. It was incredibly informative! I also connected with younger generation of NYC-based resisters – mostly associated with War Resisters League. I look forward to doing more work with them.*

*I have reflected on as to why perhaps we do not see as much tangible social media engagement is because the majority of our network most engaged in the on-the-ground antiwar / tax resistance work are of an older population that do not engage with social media nearly as much as younger generations. Many of the organizations in our network do not have social media accounts or rarely use it. Thus, I do not currently have content to re-post + highlight the important work they are doing. I'd love to see some sort of unifying message board x calendar where we have weekly actions / gatherings noted – so that I can target local/regional journalists + organizations to help build their networks. As of yet, none of our organizations responded to my call to tag us in photos + posts. We should keep trying to encourage folks. Maybe we can suggest that orgs designate a communications to be charged to send me promotional images + re-cap updates via email [SocialMedia@nwtrcc.org](mailto:SocialMedia@nwtrcc.org) or tag us @wartaxresister It would be great if we could organize some rhythm of people reporting back – so we can highlight the movement's on-going relevance + celebrate their work.*

*Younger generations have a TON to learn from folks who have been practicing for decades. They also have a ton of wisdom to contribute – especially around issues of antiwar intersectionality – especially on class, race + gender + how militarism unfolds itself in our cities (i.e. over-policing + homeland security funded police departments). I have been tying a couple posts a week to stories of celebrities + long-standing tax resisters –historical photos + stories used to demonstrate to younger folks that this movement has substantial roots. I'd love to do more in this arena – interviewing folks who've long been resisting.*

*What I would like to do – especially on Twitter + Instagram is to start conversations that target young generations around antiwar, peace + tax resistance activism by highlighting more current events. I will be focusing on targeting journalists, organizers + peace-driven movers + shakers.*

*In the past, social media has been mostly scheduled out + points folks back to our website. Going forward, I would like to balance out proactive posting (which points back to our blog + the tax resistance how-to resources) with more reactive / in-the-moment (re-posting of articles, live-tweets from our event, etc).*

*All in all – I'm super excited to be on-board. If anyone has further questions or comments, I am readily available to talk!  
[SocialMedia@NWTRCC.org](mailto:SocialMedia@NWTRCC.org)*

