

It has been a rocky six months! As many of you may know, I was hit by a car while riding my bike on July 28. I have experienced post-concussion issues (that took a little while to fully manifest) as well as some physical injuries, which are taking a while to heal. I was on leave from my contract work for eight weeks (and I did a small amount of work for the three weeks between the crash and being asked to stop work for my recovery). On October 15, I returned to work with NWTRCC on a reduced schedule. As of this writing, NWTRCC is the only work I am doing, but that will change once I am able to work longer hours. I am really glad to be back at work as much as I can be!

As a result, I have very little to report on for the latter 3 months of this period. Below are some of the NWTRCC tasks I've done/been working on over the last 6 months.

-Erica

### **Outreach**

- summary article on Vietnam-era war tax resistance will be published in *The Fifth Estate* for their Vietnam War issue (coming very soon!)
- tabled at US Social Forum in San Jose and Seattle Anarchist Bookfair
- proposed advertising budget and headed up advertising committee. At this time I've selected Presente, Friends Journal, Sojourners, National Catholic Reporter, and The Progressive for the ad campaign so that it fits in our \$2,100 budget, but there's still time to tweak these choices. For ads going out in the January/February time period, we need to finalize ads starting in November.

### **Social Media (see next page for some statistics)**

- maintaining Twitter account at 3-4 posts a day and Facebook Page with minimum 1 post per week, sharing posts to the Facebook group
- writing or finding a blog post for most weeks (Ruth takes the third Wednesday of every month)
- did a fair amount of Twitter/Facebook promotion of our "Summer Reading" web page with a lot of online and offline reading from war tax resisters and about war tax resistance
- opened an Instagram account to experiment with. I'm not ready to officially roll it out, but if you're on Instagram, check out @wartaxresister.

### **Miscellaneous**

- supporting the transition to the new website with feedback and helping to transfer documents from the old website
- preparing the newsletter announcement every 2 months for the e-list
- fundraising committee has been pretty quiet
- continued to work on Practical #8 (WTR and relationships) – hoping to pick this back up once the website is live

## Social Media Following – Since April 2013

	<u>11-Apr-13</u>	<u>25-Apr-13</u>	<u>26-Sep-13</u>	<u>14-Apr-14</u>	<u>24-Apr-14</u>	<u>7-Oct-14</u>	<u>9-Apr-15</u>	<u>27-Apr-15</u>	<u>29-Oct-15</u>
	<i>Before Tax Day</i>	<i>After Tax Day</i>		<i>Before Tax Day</i>	<i>After Tax Day</i>		<i>Before Tax Day</i>	<i>After Tax Day</i>	
<b>Twitter followers</b>	31	73	200	388	426	521	648	660	726
<b>FB Page Likes</b>	34	40	83	96	103	123	170	192	229
<b>FB Group members</b>	466	477	493	512	532	581	619	646	668

This time I have taken some interest in evaluating year-over-year statistics on Twitter. I chose October since I could compare over 3 years. These statistics show me that the growth in impressions and engagement rates has stagnated even as our following has grown. Over the next six months, I am going to devote more time to learning about and implementing strategies to increase engagement on Twitter.

### Oct 1 – 28, 2013:

- 7.1K impressions
- 1.6% engagement rate
- 57 link clicks
- 45 retweets
- 13 favorites
- 2 replies

### Oct 1 – 28, 2014:

- 53.2K impressions (due to ad campaign)
- 1.1% engagement rate
- 103 link clicks
- 98 retweets
- 59 favorites
- 12 replies

### Oct 1 – 28, 2015:

- 7.6K impressions
- 1.6% engagement rate
- 20 link clicks
- 34 retweets
- 38 favorites
- 3 replies

Thank you to the coordinating committee for continuing to fund this work!