Social Media, Tax Day and Future Plans for Online Promotion of NWTRCC
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On April 2, Ruth brought me up to date on what Jason, our prior social media outreach person, had done to that point, and then I got started researching strategy, learning the details of our various social media websites, and preparing for Tax Day.

Tax Day

Tax Day was marked by the Boston Marathon bombing, which understandably diminished some of the attention paid to taxes and military spending. Nevertheless, this was the first year NWTRCC was on Twitter on Tax Day, so we definitely reached more people on Twitter than ever before! The Democracy Now! interview with Ed Hedemann brought a decent amount of Twitter traffic to us, as measured in retweets and new followers. I posted over a dozen messages (tweets) on Tax Day, and about six tweets each of the weekdays of that week.

(Definitions for folks unfamiliar with Twitter: Retweets are when one Twitter user shares another Twitter user's message with all of their friends (on Twitter, followers). If the Twitter user sets their sharing level to “public,” then anyone who comes across the webpage containing their tweets can also see the message. When a Twitter user retweets a message using Twitter's automatic retweet button, Twitter sends me an e-mail letting me know about the retweet and how many followers that person has.)

Democracy Now! has 224,187 Twitter followers all by itself, and the combined retweet reach of the approximately 25 users who retweeted our Tax Day messages on April 15 and 16 was an additional 18,050 people. Using the statistics that Twitter provides, I calculate that we reached over 240,000 Twitter followers on April 15-16 alone. One thing with Twitter, as with e-mail or Facebook, is that even if, statistically, you “reached” a certain number of people, it's very likely that a high number of Twitter followers never actually saw our message because they didn't log on to Twitter at the right time.

We also gained several new members of the Facebook group on Tax Day and through a couple of days after. We had a number of good publicity items to share on Facebook and Twitter as network affiliates spoke to their local media about war tax resistance.

Post-Tax Day

Since Tax Day, I've continued to post three to five things each weekday on Twitter, such as post-Tax Day reports, interesting news items from other Twitter users, and links to NWTRCC resources. I also post once every few days to our Facebook Page, but it has a very low following, with only 40 Likes, so I'm not sure how productive that task is. The Facebook group has 477 members and gets a post from David Gross or other network members every few days; I haven't
delved too much into that yet. I also set up a connection to automatically upload our Twitter links to Delicious, which is a site to help people discover new links to interesting information.

Here's some statistics to compare pre- and post-Tax Day progress:

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<thead>
<tr>
<th></th>
<th>11-Apr</th>
<th>25-Apr</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Twitter followers</strong></td>
<td>31</td>
<td>73</td>
</tr>
<tr>
<td><strong>Facebook Page Likes</strong></td>
<td>34</td>
<td>40</td>
</tr>
<tr>
<td><strong>Facebook Group membership</strong></td>
<td>466</td>
<td>477</td>
</tr>
<tr>
<td><strong>Delicious Links</strong></td>
<td>1</td>
<td>104</td>
</tr>
<tr>
<td><strong>Vimeo videos</strong></td>
<td>2</td>
<td>2</td>
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<tr>
<td><strong>YouTube videos</strong></td>
<td>2</td>
<td>2</td>
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**Time**

Doing a decent job on Twitter seems to take a minimum of 2-3 hours a week, which includes tracking current trends in military- and tax-related discussions, responding to and retweeting messages about war, military spending, and resistance strategies, and writing original posts highlighting news from NWTRCC and our network. So far, I've filled the remainder of the time keeping up with Facebook, YouTube, Vimeo, and Delicious; researching social media strategies; and writing this report. Should the CC decide to allocate additional funds for social media outreach, I could easily fill up to 10 hours a week with Twitter, Facebook, researching social media/e-mail/blogging outreach methods, and crafting new campaigns and initiatives for all our internet outreach. However, I will continue to do as much of that work as I can fit into 5 hours a week, as currently allocated.

**Connecting with NWTRCC on Social Media**

Please feel free to:

- send social media items of interest to wartaxresister@nwtrcc.org (the e-mail address we are using for social media outreach),
- follow us on Twitter at www.twitter.com/wartaxresister,
- join the Facebook Group at https://www.facebook.com/groups/nwtrcc/, and