

LPNY Communications Division Report

Sunday, November 11, 2018

I. Completed Items

- **Small website updates.** Continuous updates.
- **Blog Posts (since last meeting)**
 - Nov. 7: Libertarian Party Of New York Achieves Ballot Access
- **E-Mails (since last meeting)**
 - Sept. 26: At-Large Vacancy on LPNY State Committee
 - Oct. 13: Invite to Mid-Year Meeting
 - Oct. 17: 20 Days Left - Help Larry Turn New York Gold!
 - Oct. 22: 2 Weeks Left - Make Phone Calls for Larry Sharpe!
 - Nov. 3: Reminder: In-Person Meeting Nov. 10-11
 - Nov. 5: Election Day is Tomorrow! Important information!
 - Nov. 6: Today is Election Day! Get out and vote!
 - Nov. 7: Libertarian Party of New York Achieves Ballot Access
 - Nov. 9: Agenda for Membership Meeting in Syracuse on Nov. 10

II. Ongoing Items

- **Expansion of Division.** Now that the election is over, I am working to expand the division and create appointed positions for more specialized tasks under the Communications Division. I am looking for volunteers to join committees and fill these roles.
- **Appointed positions**
 - Deputy Communications Director
 - Press Secretary
 - Blog & Newsletter Editor
 - Social Media Subcommittee Chair
- **Upcoming E-mails**
 - Lapsed LPNY Members – targeted e-mail to lapsed members
 - Membership renewal (or on hold?)
 - Fundraising

III. Reports

- **CiviCRM.** The user dashboard is under development and completion is expected for late 2018.
- **Facebook**
 - October 6, 2018: 4,702 likes / 4,703 followers
 - November 11, 2018: 4,977 likes / 4,984 followers
- **Twitter (@thelpny)**
 - October 6, 2018: 153 tweets and 433 followers
 - November 11, 2018: 160 tweets and 530 followers
- **Slack.**
 - October 6, 2018: 65 users, 2,411 messages sent, 656.7 MB files uploaded
 - November 11, 2018: 66 users, 2,585 messages sent, 656.8 MB files uploaded

IV. Future Items

A. Website

- **Website store.** There has been discussion about creating an online store for LPNY-related merchandise. I asked National to learn what other states have done, and they said states generally have not been successful in this regard and instead choose to have membership levels and offer SWAG such as t-shirts and bumper stickers. Creating a store is still an option, if we want to pursue this.
- **Officers and At-Large Biographies.** I need biographical information from officers and at-large members. I should have enough photos from the convention to use with the biographies.

B. Facebook

- **Streamlining and Support.** This will involve providing resources to chapters to help them better manage their Facebook pages, whether it is looking at statistics, working to gain likes and followers, or help with settings (such as URL) and graphics.
- **Hootsuite (or similar).** This is a social media manager. One possible use would be to have multiple Facebook pages, for example, unreached counties, in which State News can be sent to those county pages and we can receive messages from people interested in getting involved locally in those chapters. There is a cost, but we can research additional options.
- **Ad Campaigns.** The Communications Division will look into using Facebook ad campaigns for outreach and fundraising. Research shall be conducted to increase effectiveness.

C. How-To Guides

- **Videoconferencing.** I plan to set up a step-by-step guide for divisions, committees, and chapters to take advantage of the technology of videoconferencing to conduct meetings. I tested this out with my chapter and the advantages for use by other chapters are plenty.
- **LP Mail Accounts.** I plan to also set up a step-by-step guide for setting up your LP Mail account on different platforms (e-mail applications, mobile devices, etc.).

D. Paper Newsletter

- **Paper newsletter.** For members without e-mail addresses, we can explore getting news to them that we post on the blog and Facebook page, possibly in the form of a paper newsletter, much like Free New York was conducted years ago, except in an updated, modern format.

V. Reference

A. Maintenance of LPNY Website

If you need your chapter information updated or anything else on the website, an event posted, or a resource added to the website, use the links below for your reference and contact me (akolstee@ny.lp.org) to request updates.

- **LPNY County Pages** lpnewyork.org/affiliates
- **LPNY Events Calendar** lpnewyork.org/submit-event lpnewyork.org/events
- **Resources Page** lpnewyork.org/resources

B. LPNY Blog Submission Process

We encourage anyone to submit articles and news, whether it is policy, political events, an upcoming event or report, news, and/or chapter report on their activities and candidates. The process for submitting and posting blog entries is as follows:

- 1) Articles are submitted (mostly through lpnewyork.org/submit-news)
- 2) Article is set up in a submission template and sent to the Editorial Team
- 3) The Editorial Team reviews the submission. Authors of the articles are included in the correspondence.
- 4) Article is posted on the LPNY blog (lpnewyork.org/headlines)
- 5) Article is shared to Facebook (facebook.com/lpnewyork) and Twitter (@thelpny)

C. Libertarian Party Slack Channels

- LP National: lp.org/chat
- LPNY browser link (lpny.slack.com) or invite link (lpnewyork.org/chat)

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