

LPNY Communications Division Report

Sunday, February 11, 2018

Summary

- The LPNY website was moved and works much faster now. The affiliate map just needs to be fixed.
- LPNY Twitter account is active with three managers (myself, Alex Merced, and Kevin Wilson)
- 2018 LPNY State Convention registration form is almost done; awaiting final details from CDLP.

I. Project Reports

A. Website

- **Small updates.** Officers and county pages updated to reflect changes in officers and TCC expirations, among other small regular updates.
- **Moved Website.** Mike Dowden and I had talked about moving the LPNY website back to national's hosting plan, which is now much better, as it will address the problems we had with Dreamhost that slowed down the website and we will also have technical assistance from national.
 - The National LP is no longer using subdomains (which would avoid the problem we had when we originally moved to lpnewyork.org) Also, they "want states to have the check and balance of controlling DNS and subdomains do not work well with our multisite."
 - The processing of moving the website occurred on February 4, 2018. Now, the website is faster and easier to edit. There are new features that make pages easier to build.
- **State Convention Form.** The 2018 LPNY State Convention registration form is almost ready. I am just waiting for the Capital District Libertarian Party to determine the cost for a speakers-only package.
- **Official e-mail addresses.** Once you confirm that you have opened your LPNY e-mail address, (for example, mine is akolstee@ny.lp.org), let me know so I can change your listing on the website. If you have any questions about setting up your e-mail or need an account, talk to Mike Dowden.
- **Officers and At-Large Biographies.** Due to the lack of response, I am going to wait until the State Convention to take photos of the officers and at-large members so they can be consistent.
- **Finance Director Application.** The application to seek a new Finance Director was created, advertised on Facebook, but never received any applicants.

B. Social Media

- **Facebook.** Convention event page: As of February 11, 2018, 42 said they are going and 102 are interested. See here: <https://www.facebook.com/events/1304042229740739/>
- **Twitter.** Graphics and color scheme added to Twitter account (@thelpny). Alex Merced and Kevin Wilson, who are also administrators of the Facebook page, have been added as managers of the account. As of February 11, 2018, we have 10 tweets, 71 followers, and 16 likes. We are searching for more volunteers to help run the Twitter account.

C. CiviCRM Database

- **CiviCRM.** An open source customer relationship management platform used to manage data. [Details.](#)
- **SSL Certificate.** Purchased in January 2018 and active.
- **Overall methodology of project.** They are working on different projects to ensure they are efficient and easy to use. They want the entire service to work well for all party affiliates. Once they streamline a particular feature, they will build a tutorial and those who use the feature can be trained. The idea is to make things as easy as possible, even for those who are not tech-savvy. They have used the same philosophy with the website. Ever since I started working with them to design the LPNY website, they have introduced features that make it easier to edit and increase functionality

D. Press Releases / Media Relations

- **Committee.** Current volunteers for the Media & Press Subcommittee are Hesham El-Meligy, Rich Purtell, and Kevin Wilson. Blog Editors are also given drafts of press releases for their input.

II. Upcoming Projects

A. Website

- **Merging Forms.** I will be working on merging the contact forms on the website that include running for office, volunteer, and a general contact form. The idea is to provide one form with conditional formatting, so that anyone seeking to contact us can select what they are looking for (such as volunteering, running for office, starting an affiliate, etc.) and we can use the same form and point multiple e-mail addresses to the right people. We could even point to each chapter, depending on the selection of a county, if a person is seeking to get involved in their local area (or to be directed to the Chapter Development Committee if there is no such chapter). I am also going to streamline this and make it very robust so the e-mails are not directly on the website, thus avoiding spambots.

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.** 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. Website Store

- It has been discussed that we should have an online store on the website to sell branded LPNY merchandise. This could go along with fundraising and outreach.

E. 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.

III. Reference

A. Maintenance of LPNY Website

This is here for everyone's reference in regards to maintenance of the LPNY website.

- **LPNY County Pages.** Please check the affiliates page on the LPNY website. Make sure all the information is correct, from officers names/positions/contact information as well as information on your chapter and links to social media. If something needs to be added, please let me know.
 - Affiliates Page: lpnewyork.org/affiliates
- **LPNY Events Calendar** If you have an event for your chapter, whether it is a business meeting, convention, fundraiser, social event, etc., please let me know so I can put it on the website. I made an easy-to-use form for submitting events.
 - Submit Events Here: lpnewyork.org/submit-event
 - Events Page: lpnewyork.org/events
- **Resources Page.** For everyone's reference. Please let me know if you have any, whether they are websites, guides, templates, etc.
 - Link: 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 receives the submission and makes comments/edits. Additionally, the 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 the Facebook page (facebook.com/lpnewyork)

Team Members

- **Both Teams:** Mark Glogowski, Andrew Kolstee, Rick Miller
- **Editorial Team:** Aram Fuchs, Peter Papagianakis, and Anthony Pellegrino.
- **Writing Team:** Elliot Axelman, Tony D'Orazio, Edward Garrett, John Thomas Mergenhagen, Alex Merced, Joe Miller, Gary Popkin, and Rich Purtell

If you want to join either team, please let me know.

C. Libertarian Party Slack Channels

- LP National Slack for networking and communications: lp.org/chat
- LPNY Slack for LPNY:
https://join.slack.com/t/lpny/shared_invite/enQtMjcxNzU0MzEwMTAyLTQ3ODU5NjVIMjI1NmE0NTFjMzhjYmRhZWZmOGJiZjVjNmVhM2RmNjY0ZTE5MTJhNjAwYTQzNzY1NGM3ZDU0ODU

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