

# LPNY Communications Division Report

Sunday, March 3, 2019

## I. Completed Items

- **Small website updates.** Continuous updates. Please check your county's page so that all information is up to date.
- **Twitter.** Twitter account activity has increased, and there is a new graphic on the page.
- **Blog Posts (since last report)**
  - Jan. 23 – LPNY Appoints New At Large, Communications Personnel
  - Feb. 4 – Solving The “Missing Middle” Problem For Local Housing, Subsidies Are Not The Answer
  - Feb. 12 – Hannon, Waddell Resign, Opening Vacancies In Vice Chair, Outreach Director, And Press Secretary
  - Feb. 25 – Buyer's Remorse In The Empire State
  - Feb. 27 – Homelessness
- **E-Mails (since last meeting)**
  - Feb. 12 – Hannon, Waddell resign, opening vacancies in Vice Chair, Outreach Director, and Press Secretary
  - Feb. 26 – Exciting New Opportunities for the Libertarian Party (four segments)

## II. Ongoing Items

- **Regular meetings.** We have been holding regular meetings. All meetings are scheduled based on a poll in the Communications Slack channel.
- **CiviCRM.** The user dashboard is under development. The first part has been implemented, and completion of the project is estimated to be April 2019.
- **Website store.** No updates.
- **Slack policies.** Steve Minogue has drafted a set of policies for Slack and I have made some edits. They are on the Slack channel and are open for discussion.
- **Newsletter.** No updates.
- **Press Secretary.** Brian Waddell resigned as Press Secretary, and applications are open for the position.
- **Blog Editor.** I am working with Craig Miles, now the Blog Editor, to access and manage the blog.
- **Social Media Coordinator.** Maura Botsford has been leading this; I would like to make it official.
- **Massive E-Mail Campaign.** There are 4,540 e-mails on our e-mail list, 32,429 e-mails on the Gary Johnson list, and 7,195 e-mails in the national database (44,164 total e-mails – very likely there are duplicates that will be filtered out.) There will be several planned massive e-mail campaigns done ahead of time, probably once per week or once every two weeks. These e-mails will be drafted before the campaign begins.
  - An e-mail on enrolling Libertarian (Kari Bittner has provided the information)
  - An e-mail on county development (need a clear plan on how this will be done)
  - An e-mail on fundraising (massive e-mail fundraising campaign)

## III. Motions

- **Social Media Subcommittee / Social Media Coordinator (Maura Botsford)**
  - Motion to approve the establishment of a standing Social Media Subcommittee, approve that the chair shall have the title "Social Media Coordinator," and approve the appointment of Maura Botsford as chair.
- **Massive E-Mail Campaign**
  - Motion to allocate \$1,000 for a massive e-mail campaign.

## IV. Reports

- **Facebook**
  - January 6, 2019: 5,912 likes / 5,922 followers
  - March 3, 2019: 6,109 likes / 6,118 followers
- **Twitter (@thelpny)**
  - November 27, 2018: 160 tweets and 586 followers
  - January 6, 2019: 161 tweets and 618 followers
  - March 3, 2019: 279 tweets and 740 followers
- **Instagram**
  - January 6, 2019: 32 posts and 179 followers
  - March 3, 2019: 60 posts and 325 followers (January 1, 2019 goal of 200 surpassed)
- **Snap Chat**
  - March 3, 2019: TBD
- **Slack.**
  - November 27, 2018: 90 users, 3,212 messages sent, 688.5 MB files uploaded
  - January 6, 2019: 95 users, 4,890 messages sent, 701.1 MB files uploaded
  - March 3, 2019: 102 users, 7,204 messages sent, 1.0 GB files uploaded

## V. Future Items

### A. Website

- **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.

## VI. Review of goals

The following goals had been set for the Communications Division.

- A. Outline a plan for the LPNY Blog (working with Craig Miles on this)
- B. Outline a plan for the LPNY Newsletter (Fred Cole)
- C. Outline a plan for Public Relations (we need a Press Secretary)
- D. Draft a set of policies for the LPNY Slack (Steve Minogue started a draft)
- E. Exceed 6,500 likes on Facebook (372 to go)
- F. Exceed 1,000 followers on Twitter (260 to go)
- G. Exceed 200 followers on Instagram (achieved!)
- H. Draft 1 rack card (Steve Minogue)

## LPNY Communications Division Appendix

### I. 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@lpny.org](mailto:akolstee@lpny.org)) to request updates.

- **LPNY County Pages** [lpny.org/affiliates](http://lpny.org/affiliates)
- **Resources Page** [lpny.org/resources](http://lpny.org/resources)

### II. 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 [lpny.org/submit-news](http://lpny.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 ([lpny.org/headlines](http://lpny.org/headlines))
- 5) Article is shared to Facebook ([facebook.com/lpnewyork](https://facebook.com/lpnewyork)) and Twitter (@lpnewyorkstate)

### III. Libertarian Party Slack Channels

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

Andrew Martin Kolstee  
Communications Director, Libertarian Party of New York