

LPNY Communications Division Report

Sunday, June 3, 2018

I. Completed Items

- **Small website updates.** Updated chapter officers and representatives for recent chapter conventions.
- **Blog Posts (past month)**
 - May 9: With Schneiderman Out, Who Is Left In The New York Attorney General Race?
 - May 17: Thoughts From The Chair
 - May 19: Hudson Valley, Manhattan, Capital District, And Nassau Chapters Hold Conventions
 - May 21: Introducing Big City Libertarianism
 - May 31: Steuben County LP Chartered By LPNY State Committee
- **E-Mails (past month)**
 - May 6: Call for Petitioning Volunteers
 - May 21: Search for Press Secretary, Thoughts from the Chair, and More
 - Jun. 1: Call for Website, Graphic Design Volunteers
- **Press Secretary Application.** Added an application for Press Secretary.

II. Ongoing Items

- **Petitioning Portal.** See lpnewyork.org/petitioning. This will be updated as we get the information.
- **Officers and At-Large Biographies.** I will need biographical information from officers and at-large members. I should have enough photos from the convention to use with the biographies.
- **Upcoming E-mails**
 - Lapsed LPNY Members – targeted e-mail to lapsed members
 - Featured candidates
 - Another call for petitioning volunteers
 - Distribution of petitions (July 2018)
- **Expansion of Division.** Last month I talked about adding positions to the Communications Division, including a Deputy Communications Director, Blog & Newsletter Editor, and Press Secretary. The position of Press Secretary has been advertised. With proposed changes to the divisional structure underway, these positions will be advertised soon and any appointments will seek the approval of the State Committee.
- **2018 Candidates.** See here: <http://lpnewyork.org/candidates> and let me know of any needed updates.

III. Reports

- **Facebook.**
 - May 6, 2018: 4,017 likes / 3,999 followers
 - May 28, 2018: 4,142 likes / 4,127 followers
 - June 3, 2018: 4,175 likes / 4,151 followers
- **Twitter (@thelpny)**
 - May 28, 2018: 34 tweets, 127 followers, and 18 likes
 - June 3, 2018: 55 tweets, 138 followers, and 20 likes
 - Jake Brunecz has joined as a Twitter manager and has helped increase activity on the account.
- **CiviCRM.** I am waiting for the user dashboard to be completed before proceeding.
- **Slack.** Many more LPNY members are using Slack for communication.
 - May 6, 2018: 33 users, 502 messages sent, and 2.6 MB files uploaded
 - June 3, 2018: 43 users, 1,047 messages sent, and 13.5 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.

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. 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 though 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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