

LPNY Communications Division Report

Sunday, December 2, 2018

I. Completed Items

- **Small website updates.** Continuous updates.
- **Instagram.** We now have an Instagram account for the LPNY.
- **Blog Posts (since last meeting)**
 - None.
- **E-Mails (since last meeting)**
 - Nov. 14: At-Large Vacancy on LPNY State Committee
 - Nov. 22: Happy Thanksgiving from the LPNY

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.** I have found people to fill the following roles: Deputy Communications Director, Press Secretary, and Newsletter Editor. Others are interested in additional roles, and such appointments will be made in January 2019.

III. Motions

- **Public Relations Subcommittee / Press Secretary (Brian Waddell)**
 - 1) Approve the renaming of the "Media & Press Subcommittee" the "Public Relations Subcommittee" under the Communications Division
 - 2) Approve that the chair of the Public Relations Subcommittee shall have the title "Press Secretary"
 - 3) Approve the appointment of Brian Waddell to chair the Public Relations Subcommittee.
- **Newsletter Subcommittee / Newsletter Editor (Fred Cole)**
 - 1) Approve the split the Blog & Newsletter Subcommittee into the Blog Subcommittee and Newsletter Subcommittee
 - 2) Approve that the chair of the Newsletter Subcommittee shall have the title "Newsletter Editor"
 - 3) Approve the appointment of Fred Cole to chair the Newsletter Subcommittee.
- **Deputy Communications Director (Steve Minogue)**
 - Motion to approve the appointment of Steve Minogue as Deputy Communications Director.
- **Literature Subcommittee (Steve Minogue)**
 - Motion to constitute a standing Literature Subcommittee under the Communications Division and appoint Steve Minogue as chair.

IV. Reports

- **CiviCRM.** The user dashboard is under development and completion is expected for late 2018.
- **Facebook**
 - November 11, 2018: 4,977 likes / 4,984 followers
 - November 27, 2018: 5,707 likes / 5,718 followers
- **Twitter (@thelpny)**
 - November 11, 2018: 160 tweets and 530 followers
 - November 27, 2018: 160 tweets and 586 followers
- **Slack.**
 - November 11, 2018: 66 users, 2,585 messages sent, 656.8 MB files uploaded
 - November 27, 2018: 90 users, 3,212 messages sent, 688.5 MB files uploaded

V. 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.

LPNY Communications Division

Meeting Summary - Tuesday, November 27, 2018 at 8:00 PM

I. Action Plans

A. Motions for December 2, 2018 State Committee Meeting

- Motion to update the divisional (organizational) structure
- Appointment of Brian Waddell as Press Secretary
- Split Blog & Newsletter Subcommittee into the Blog Subcommittee and Newsletter Subcommittee
- Appointment of Fred Cole as Newsletter Editor / Newsletter Subcommittee Chair
- Appointment of Steve Minogue as Deputy Communications Director
- Creating of Literature Subcommittee and appointment of Steve Minogue as Chair

B. December meetings

- Creation of poll to determine two meeting dates in December for the Communications Division

C. Social Media Appointments

- Maura Botsford – Facebook and Twitter (created Instagram account)
- Paul Grindle – Facebook and Twitter
- Craig Miles – Facebook and Twitter
- Chase Tkach – Instagram

D. “LPNY Volunteer Network”

- Creation of separate MailChimp list for volunteers and volunteer opportunities

E. Schedule Tutorial for Slack

- Determine date/time

F. Draft Slack policies (Steve Minogue)

G. Literature

- Establish subcommittee and begin initial discussion.

H. Logos and Graphics

II. Goals

At the end of the meeting, we set the following goals, to be achieved by January 1, 2019.

- A. Outline a plan for the LPNY Blog**
- B. Outline a plan for the LPNY Newsletter**
- C. Outline a plan for Public Relations**
- D. Draft a set of policies for the LPNY Slack**
- E. Exceed 6,500 likes on Facebook**
- F. Exceed 1,000 followers on Twitter**
- G. Exceed 200 followers on Instagram**
- H. Draft 1 rack card**

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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) to request updates.

- LPNY County Pages lpny.org/affiliates
- LPNY Events Calendar lpny.org/submit-event lpny.org/events
- Resources Page 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)
- 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)
- 5) Article is shared to Facebook (facebook.com/lpnewyork) and Twitter (@thelpny)

III. Libertarian Party Slack Channels

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

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