

LPNY Communications Division Report

Sunday, October 7, 2018

I. Completed Items

- **Small website updates.** Continuous updates.
- **Blog Posts (since last meeting)**
 - Sept. 23: Repo That Abandoned Property
 - Sept. 24: Erie County Chapter Holds Convention, Elects Officers
 - Sept. 26: Vacancy In At-Large Position In LPNY State Committee
- **E-Mails (since last meeting)**
 - Sept. 26: At-Large Vacancy on LPNY State Committee

II. Ongoing Items

- **Meeting and Expansion of Division.** A meeting will be held after the election to discuss reorganizing the division, especially developing positions (Deputy Communications Director, Blog & Newsletter Editor, and Press Secretary). This will launch an overhaul of the division and require the recruiting of numerous volunteers.
- **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
 - Membership renewal
 - Fundraising
 - Helping the candidates
 - E-mails leading up to Election Day
 - Election Day
 - After Election Day

III. Reports

- **CiviCRM.** The user dashboard is under development and completion is expected for late 2018.
- **Facebook**
 - September 9, 2018: 4,556 likes / 4,554 followers
 - October 6, 2018: 4,702 likes / 4,703 followers
- **Twitter (@thelpny)**
 - September 9, 2018: 149 tweets and 310 followers
 - October 6, 2018: 153 tweets and 433 followers
- **Slack.**
 - September 9, 2018: 62 users, 2,354 messages sent, 77.8 MB files uploaded
 - October 6, 2018: 65 users, 2,411 messages sent, 656.7 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)

Andrew Martin Kolstee
Communications Director, Libertarian Party of New York