

LPNY Communications Division Report

December 3, 2017

I. General

A. Meeting

- **Recent Meeting.** A Communications Division meeting was held on Thursday, November 30, 2017 at 8 p.m. with four in attendance.
- **Cancelled Meeting.** A meeting set for Saturday, December 3, 2017 at 8 p.m. was cancelled.
- **Future Meetings.** Additional meetings will be held in the future.

II. Project Reports

A. Website

- **Platform.** During the in-person meeting, it was requested that the LPNY Platform be placed on the website. Platform is now on the website: lpnewyork.org/platform
- **Navigation.** "Platform" was added to site navigation under "About" and "Resources" was added under "Action."
- **Wordpress Update.** The website was updated to Wordpress 4.9.1 on December 3, 2017.
- **Ballot Access Page.** A fundraiser page was created: <http://www.lpnewyork.org/ballot-access>
- **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.** I need biographies and photos for all officers and At-Large Committee Members. I inserted some information for each person, but still need additional biographical information and photographs.
 - **Our Page:** So far: lpnewyork.org/leadership
 - **Example:** See the LP California's page: ca.lp.org/executive-committee

B. Twitter

- Discussed at the November 30, 2017 meeting. On December 3, 2017, a Twitter account was set up for the LPNY. Handle is @thelpny (@lpnytwitter seems to be taken already, among other options we discussed) Graphics will need to be created for the account. Once we do that, we can start tweeting, sharing posts, etc. We are searching for volunteers to help run the Twitter account.

C. Blog

- **New Team Members.** Hesham El-Meligy, Alex Merced, and Anthony Pellegrino have joined.
- **Statistics.** LPNY Blog statistics have been moved to a new "statistics" section of this report.

D. MailChimp

- Over 5,000 e-mails were added to the MailChimp Account from the National list on November 18, 2017, which cost \$60 for the month, lower than the \$75 that was estimated. E-Mail was sent out on November 19, 2017, focused on progress made with the website, blog, and Facebook page. A Giving Tuesday e-mail was also sent out. See statistics for the results.
- We expect to send out an e-mail at least once a week or every two weeks, providing our members and readers with news as well as fundraising campaigns. We will take into account data collected such as the best days to send campaigns, e-mail subject, and other factors.

E. CiviCRM Database

- **CiviCRM.** An open source customer relationship management platform. National has been working to utilize a CRM for state affiliates to manage data.
 - **Details:** <http://mailchi.mp/b801278a8d61/helping-states-manage-data>
 - **Timeline:** <https://my.lp.org/state-crm-project/timeline/>
 - **Example fundraising/donate page:** <http://my.lpnewyork.org/>
- **State Access.** State Administrators for the pilot states (New York is 1 of 5) were given access on November 20, 2017. Andrew Kolstee and Mike Dowden are state administrators.
- **Data.** Aristotle voter data for registered Libertarians was uploaded by the CRM team.
- **Initial exploration.** I did some exploring of the CiviCRM database on November 20th. They are still in the pilot stage, so there will be more updates in the future. This project is very promising to help us collect and better manage data.

F. Press Releases / Media Relations

- **Committee.** Media & Press Subcommittee is still under development, but meetings will be held for the division as a whole. Current volunteers for the Media & Press Subcommittee are Hesham El-Meligy, Rich Purtell, and Kevin Wilson.
- **LPNY Blog Editors.** The Editors have been given drafts of press releases for their input.
- **Press Releases.** A page will be set up on the website to formally store official press releases as a resource and archive. They are also located on the LPNY blog as entries.

III. Upcoming Projects

A. Facebook

- **Streamlining and Support.** This future project 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.

B. 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.
- **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.).

C. 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.

D. 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.

IV. 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. Reference: 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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Appendix A: Statistics

Blog Posts

| General Information | | | Pageviews | | Additional Statistics | | | | | Shared | |
|---------------------|--|----------------|-----------|--------|-----------------------|-----------|----------|--------|---------|--------|-----|
| Date Posted | Subject | Primary Author | Total | Unique | Ave. Time | Entrances | Bounce % | % Exit | Staying | FB | MC |
| April 11, 2017 | State Convention | Andrew Kolstee | 10 | 10 | 0:27 | 1 | 100.00% | 50.00% | 0 | Yes | No |
| April 29, 2017 | Convention | Andrew Kolstee | 12 | 12 | 1:14 | 0 | 0.00% | 25.00% | 12 | Yes | No |
| June 29, 2017 | PRESS RELEASE: Mike Becallo | Shawn Hannon | 25 | 24 | 1:41 | 4 | 100.00% | 56.00% | 0 | Yes | No |
| September 12, 2017 | Evan's Law | Elliot Axelman | 68 | 62 | 2:15 | 39 | 84.62% | 63.24% | 10 | Yes | No |
| September 17, 2017 | Zoning Laws | Rich Purtell | 29 | 26 | 2:41 | 15 | 86.67% | 72.41% | 4 | Yes | No |
| September 21, 2017 | Are we scaring ourselves? | Gary Popkin | 38 | 26 | 2:16 | 12 | 66.67% | 36.84% | 13 | Yes | No |
| September 24, 2017 | Report on State Fair | Shawn Hannon | 18 | 16 | 1:31 | 8 | 62.50% | 61.11% | 7 | Yes | No |
| September 28, 2017 | Shortages in a Disaster | Gary Popkin | 20 | 18 | 3:00 | 12 | 75.00% | 65.00% | 5 | Yes | No |
| October 3, 2017 | Genesee Candidates | Jim Rosenbeck | 46 | 43 | 2:46 | 31 | 90.32% | 73.91% | 4 | Yes | No |
| October 9, 2017 | PRESS RELEASE: November In-Person Meeting | Andrew Kolstee | 92 | 82 | 2:28 | 39 | 84.62% | 61.96% | 14 | Yes | No |
| October 19, 2017 | Property Development | Rich Purtell | 42 | 37 | 3:50 | 14 | 78.57% | 59.52% | 9 | Yes | No |
| October 27, 2017 | Las Vegas Tragedy | Rick Miller | 29 | 28 | 1:50 | 12 | 91.67% | 72.41% | 2 | Yes | No |
| October 30, 2017 | PRESS RELEASE: Aaron Commey | Andrew Kolstee | 131 | 124 | 1:33 | 75 | 94.67% | 71.76% | 7 | Yes | No |
| November 6, 2017 | New York Constitutional Convention | Andrew Kolstee | 197 | 186 | 2:25 | 99 | 92.93% | 65.48% | 14 | Yes | No |
| November 7, 2017 | Election Day | Andrew Kolstee | 123 | 107 | 2:03 | 55 | 87.27% | 64.23% | 16 | Yes | No |
| November 9, 2017 | Election Results | Andrew Kolstee | 97 | 87 | 2:29 | 54 | 87.04% | 63.92% | 13 | Yes | Yes |
| November 14, 2017 | Libertarian Websites | Andrew Kolstee | 36 | 31 | 2:35 | 7 | 85.71% | 47.22% | 5 | Yes | Yes |
| November 29, 2017 | Kelo | Rich Purtell | 11 | 10 | 1:42 | 5 | 100.00% | 63.64% | 0 | Yes | No |
| December 3, 2017 | PRESS RELEASE: MOVE Act | Mark Glogowski | | | | | | | | Yes | No |

MailChimp E-Mail Campaigns

| General Information | | | Opens | | Clicks | | | Additional Data | | | | |
|---------------------|---|------------|--------|--------|--------|-------|---------|-----------------|---------|--------------|-----|------|
| Date Sent | Title | Recipients | Unique | Total | Unique | Total | Bounced | Unsub | Readers | Did Not Open | | |
| March 28, 2017 | Volunteer Survey | 642 | 202 | 31.46% | 380 | 51 | 7.94% | 63 | 4 | 10 | 192 | 440 |
| April 11, 2017 | State Convention - April 29th | 629 | 231 | 36.72% | 495 | 10 | 1.59% | 13 | 0 | 5 | 226 | 398 |
| May 5, 2017 | LPNY Holds Convention, Elects Officers | 624 | 230 | 36.86% | 395 | 10 | 1.60% | 11 | 0 | 1 | 229 | 394 |
| May 10, 2017 | LPNY Pushes For Restoration Of Convict Voting Rights | 652 | 197 | 30.21% | 316 | 21 | 3.22% | 30 | 2 | 4 | 193 | 455 |
| June 29, 2017 | Mike Becallo To Become Libertarian Elected Official In New York State | 705 | 210 | 29.79% | 337 | 5 | 0.71% | 5 | 4 | 3 | 207 | 495 |
| August 21, 2017 | Renew Your Membership! | 487 | 116 | 23.82% | 185 | 19 | 3.90% | 23 | 4 | 1 | 115 | 371 |
| November 19, 2017 | LPNY Website, Blog, and News | 5,232 | 853 | 16.30% | 1,243 | 121 | 2.31% | 160 | 280 | 108 | 745 | 4379 |
| November 28, 2017 | Support Ballot Access on #GivingTuesday | 4,964 | 587 | 11.83% | 774 | 18 | 0.36% | 26 | 60 | 62 | 525 | 4377 |