

# LPNY Communications Division Report

Sunday, May 6, 2018

## I. Completed Items

- **Small website updates.** Continued small updates, including updates for chapters, events, and TCCs. Blog posts are now on the home page. The home page links to petition volunteers form.
- **Contact form.** Simplified to only include name, e-mail, subject, and message.
- **Blog Posts (past month)**
  - Apr. 8: Glogowski Announces Candidacy for Fourth Term as State Chair
  - Apr. 10: Onondaga LP Chapter Endorses Candidates, Elects Officers
  - Apr. 19: What Is A Libertarian?
  - Apr. 22: LPNY Holds 46th Annual Convention; Larry Sharpe Nominated For Governor
  - Apr. 29: Thoughts From The Chair
- **E-Mails (past month)**
  - Apr. 8: State Convention: Hotel Room Rate Discount Ends April 9<sup>th</sup>
  - Apr. 13: A lot is happening in the LPNY
  - Apr. 14: State Convention: Prices Increase April 16th!
  - May 6: Call for Petitioning Volunteers

## II. In-Progress Items

- **Petitioning Portal (see [lpnewyork.org/petitioning](http://lpnewyork.org/petitioning)):** Added Senate and Assembly candidates and links to their district maps.
- **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**
  - Call for Petitioning Volunteers
  - Lapsed LPNY Members – targeted e-mail to lapsed members
- **Messaging Committee.** Kevin Cruver has discussed the need for a messaging subcommittee for the purposes of bringing together ideas to better bring our message of liberty to the voters. Motion to form a committee under the Communications Division and appoint Kevin Cruver as Chair.
- **Expansion of Division.** Due to the large amount of tasks under the Communications Division, as well as the need to address other tasks that have been ignored, in addition to other divisional structure changes, I want to introduce two new appointed positions besides Deputy Director, which would total three new positions. I will be developing job descriptions and later an application. I welcome any input from anyone. The positions are: Deputy Communications Director, Blog & Newsletter Editor, and Press Secretary

## III. Reports

- **Facebook.** As of May 6, 2018, we have 4,017 likes and 3,999 followers.
- **Twitter.** As of May 6, 2018, we have 30 tweets, 118 followers, and 18 likes. I am looking for more people to help run the Twitter account (@thelpny)
- **CiviCRM.** Work continues on improving the database. I am waiting for the user dashboard to be completed before bringing people in to learn how to use it.
- **Slack.** Many more LPNY members are using Slack for communication. As of May 6, 2018, we have 33 users, 502 messages sent, and 2.6 MB files uploaded out of the 5.0 GB limit.

## 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](mailto:akolstee@ny.lp.org)) to request updates.

- **LPNY County Pages** [lpnewyork.org/affiliates](http://lpnewyork.org/affiliates)
- **LPNY Events Calendar** [lpnewyork.org/submit-event](http://lpnewyork.org/submit-event) [lpnewyork.org/events](http://lpnewyork.org/events)
- **Resources Page** [lpnewyork.org/resources](http://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 through [lpnewyork.org/submit-news](http://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](http://lpnewyork.org/headlines))
- 5) Article is shared to Facebook ([facebook.com/lpnewyork](https://facebook.com/lpnewyork)) and Twitter (@thelpny)

### C. Libertarian Party Slack Channels

- LP National Slack for networking and communications: [lp.org/chat](https://lp.org/chat)
- LPNY Slack for LPNY. There is also a Mobile App. ([lpny.slack.com](https://lpny.slack.com))  
[https://join.slack.com/t/lpny/shared\\_invite/enQtMjcxNzU0MzEwMTAyLTQ3ODU5NjVIMjI1NmE0NTFjMzhjYmRhZWZmOGJiZjVjNmVhM2RmNjY0ZTE5MTJhNjAwYTQzNzY1NGM3ZDU0ODU](https://join.slack.com/t/lpny/shared_invite/enQtMjcxNzU0MzEwMTAyLTQ3ODU5NjVIMjI1NmE0NTFjMzhjYmRhZWZmOGJiZjVjNmVhM2RmNjY0ZTE5MTJhNjAwYTQzNzY1NGM3ZDU0ODU)

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