

LPNY Communications Division Report

Sunday, January 7, 2018

Summary

- New TCCs have been added to the website and the map has been updated.
- A recent blog post by Alex Merced generated over 1,500 unique page views on the website.
- Four people applied for the Political Director through the online application.
- One person volunteered to help run the Twitter account.
- The last two e-mail campaigns have just over 730 readers each.
- National data for New York has been loaded to the CiviCRM database.
- CiviCRM is moving from WPEngine to Civihosting.
- Independent Voter Network published an article in response to our MOVE Act press release.

I. Project Reports

A. Website

- **Small Updates.** Oswego and Essex County pages added. Map of New York on affiliates page updated.
- **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
- **LPNY Blog Highlights.** Alex Merced's blog post "10 Reasons New York Needs A New Governor" generated 1,587 page views (1,524 unique page views). The home page has had 4,810 views over the past year and the affiliates page has had 510 page views over the past year. These are the top three most viewed pages on the website. See appendix for updated statistics for blog activity.
- **Political Director Application.** Posting the position and asking for applicants was a success, as it shows there is interest for such volunteer positions outside the State Committee.

B. Social Media

- **Facebook.** Event page set up for the State Convention. As of January 7, 2017, 27 said they are going and 70 are interested.
 - See here: <https://www.facebook.com/events/1304042229740739/>
- **Twitter.** No updates. Twitter handle is @thelpny and 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. We have at least one volunteer.

C. MailChimp

- Number of people opening e-mails has been steady for the past two campaigns. There were several clicks on the e-mail announcing the date of the 2018 convention. See appendix for statistics.
- The Press List was added to MailChimp in order to send the press release on the MOVE Act to our press list. 102 people opened the e-mail a total of 134 times. 53 e-mails bounced and 2 people unsubscribed. There were a total of 526 recipients for the press list.
- For your information. The current allocation of \$60 per month covers up to 5,600 e-mails. There are currently 5,322 in the list. Next e-mail should go out in the next week.

D. CiviCRM Database

- **CiviCRM.** An open source customer relationship management platform used to manage data.
 - **Details:** <https://my.lp.org/state-crm-project>
- **National Data.** The data for New York has been added to the CiviCRM database.
- **Edit Access.** Edit access for State Administrators will be granted soon.
- **Civihosting.** Database has been moved to Civihosting and they will no longer use WP Engine.
 - We need to purchase an SSL Certificate for \$50 (<https://civihosting.com/sslpurchase/>) in order to secure submission of form data to the database (such as volunteer inquiries, candidate inquiries, and e-mail newsletter sign-up)

E. Press Releases / Media Relations

- **Committee.** Current volunteers for the Media & Press Subcommittee are Hesham El-Meligy, Rich Purtell, and Kevin Wilson. Blog Editors are also given drafts of press releases for their input.
- **MOVE Act Press Release.** Independent Voter Network is the only press contact out of 500+ that I sent our press release that wrote an article: <https://ivn.us/2017/12/12/bill-empower-military-voters-used-hurt-third-parties-new-york/>

II. Upcoming Projects

A. 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.

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. 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.).

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.

III. 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. 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

Andrew Martin Kolstee

Communications Director, Libertarian Party of New York

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Appendix A: Statistics

Libertarian Party of New York - 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	68.54%
April 11, 2017	State Convention - April 29th	629	231	36.72%	495	10	1.59%	13	0	5	226	398	63.28%
May 5, 2017	LPNY Holds Convention, Elects Officers	624	230	36.86%	395	10	1.60%	11	0	1	229	394	63.14%
May 10, 2017	LPNY Pushes For Restoration Of Convict Voting Rights	652	197	30.21%	316	21	3.22%	30	2	4	193	455	69.79%
June 29, 2017	Mike Becallo To Become Libertarian Elected Official In New York State	705	211	29.93%	339	5	0.71%	5	4	3	208	494	70.07%
August 21, 2017	Renew Your Membership!	487	116	23.82%	185	19	3.90%	23	4	1	115	371	76.18%
November 19, 2017	LPNY Website, Blog, and News	5,232	863	16.49%	1,270	125	2.39%	170	280	109	754	4369	83.51%
November 28, 2017	Support Ballot Access on #GivingTuesday	4,964	633	12.75%	862	22	0.44%	30	60	69	564	4331	87.25%
December 21, 2017	Merry Christmas and ALL of the Season's Greetings	4,909	735	14.97%	1,020	21	0.43%	27	171	39	696	4174	85.03%
December 30, 2017	Date Set for 2018 Convention, Search for Political Director	4,874	737	15.12%	1,053	92	1.89%	151	99	28	709	4137	84.88%
Bold entries indicate new or updated data since the last report.													

Libertarian Party of New York - Blog Posts														
General Information			Pageviews		Additional Statistics					Shared			Updated	
Date Posted	Subject	Primary Author	Total	Unique	Ave. Time	Entrances	Bounce %	% Exit	Staying	FB	MC	PL		
April 11, 2017	State Convention	Andrew Kolstee	10	10	0:27	1	100.00%	50.00%	0	Yes	No	No	12/3/17	
April 29, 2017	Convention	Andrew Kolstee	12	12	1:14	0	0.00%	25.00%	12	Yes	No	No	12/3/17	
June 29, 2017	PRESS RELEASE: Mike Becallo	Shawn Hannon	25	24	1:41	4	100.00%	56.00%	0	Yes	No	No	12/3/17	
September 12, 2017	Evan's Law	Elliot Axelman	68	62	2:15	39	84.62%	63.24%	10	Yes	No	No	12/3/17	
September 17, 2017	Zoning Laws	Rich Purtell	29	26	2:41	15	86.67%	72.41%	4	Yes	No	No	12/3/17	
September 21, 2017	Are we scaring ourselves?	Gary Popkin	38	26	2:16	12	66.67%	36.84%	13	Yes	No	No	12/3/17	
September 24, 2017	Report on State Fair	Shawn Hannon	18	16	1:31	8	62.50%	61.11%	7	Yes	No	No	12/3/17	
September 28, 2017	Shortages in a Disaster	Gary Popkin	20	18	3:00	12	75.00%	65.00%	5	Yes	No	No	12/3/17	
October 3, 2017	Genesee Candidates	Jim Rosenbeck	46	43	2:46	31	90.32%	73.91%	4	Yes	No	No	12/3/17	
October 9, 2017	PRESS RELEASE: November In-Person Meeting	Andrew Kolstee	92	82	2:28	39	84.62%	61.96%	14	Yes	No	No	12/3/17	
October 19, 2017	Property Development	Rich Purtell	42	37	3:50	14	78.57%	59.52%	9	Yes	No	No	12/3/17	
October 27, 2017	Las Vegas Tragedy	Rick Miller	29	28	1:50	12	91.67%	72.41%	2	Yes	No	No	12/3/17	
October 30, 2017	PRESS RELEASE: Aaron Commey	Andrew Kolstee	134	127	1:33	78	94.12%	72.39%	8	Yes	No	Yes	1/7/18	
November 6, 2017	New York Constitutional Convention	Andrew Kolstee	198	187	2:02	99	92.93%	65.66%	14	Yes	No	No	1/7/18	
November 7, 2017	Election Day	Andrew Kolstee	126	110	2:12	57	87.72%	64.29%	15	Yes	No	No	1/7/18	
November 9, 2017	Election Results	Andrew Kolstee	107	97	2:24	58	86.21%	62.62%	15	Yes	Yes	No	1/7/18	
November 14, 2017	Libertarian Websites	Andrew Kolstee	42	37	2:27	9	88.89%	50.00%	5	Yes	Yes	No	1/7/18	
November 29, 2017	Kelo	Rich Purtell	24	23	2:25	7	100.00%	75.00%	0	Yes	No	No	1/7/18	
December 3, 2017	PRESS RELEASE: MOVE Act	Mark Glogowski	56	53	1:49	28	89.29%	60.71%	6	Yes	No	Yes	1/7/18	
December 3, 2017	Alex Merced Announces Candidacy for LNC Vice Chair	Andrew Kolstee	49	43	3:37	21	85.71%	57.14	7	Yes	No	No	1/7/18	
December 12, 2017	10 Reasons New York Needs A New Governor	Alex Merced	1,587	1,524	3:10	1,488	95.16%	93.76%	77	Yes	Yes	No	1/7/18	
December 19, 2017	Vacant Storefronts and The New York Times	Rick Miller	84	78	2:35	54	74.07%	63.10%	22	Yes	Yes	No	1/7/18	
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