

LPNY Communications Division Report

Sunday, July 8, 2018

I. Completed Items

- **Small website updates.** Updated chapter officers and representatives for recent chapter conventions.
- **Blog Posts (past month)**
 - Jun. 7: Negative Effects Of Conservation Easements
 - Jun. 13: Libertarian Governor Candidate Larry Sharpe Outpolls Republican Candidate
 - Jun. 24: Chautauqua, Suffolk, Genesee, And Westchester Chapters Hold Conventions
 - Jul. 2: LPNY Chair Jim Rosenbeck Elected LNC Region 8 Representative
- **E-Mails (past month)**
 - Jun. 12: Libertarian Governor Candidate Larry Sharpe Outpolls Republican Candidate
 - Jul. 7: Petitioning Begins July 10th! (INSTRUCTIONS)

II. Ongoing Items

- **Petitioning Portal.** See lpnewyork.org/petitioning. Portal is pretty much complete.
- **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
 - Featured candidates
 - Weekly petitioning updates
- **Expansion of Division.** Last month I talked about adding positions to the Communications Division, including a Deputy Communications Director, Blog & Newsletter Editor, and Press Secretary. The position of Press Secretary has been advertised, but there is no interest. With proposed changes to the divisional structure underway, these positions will be advertised soon and any appointments will seek the approval of the State Committee.
- **2018 Candidates.** See here: <http://lpnewyork.org/candidates> and let me know of any needed updates.
- **Press Secretary Search.** There is an applicant and I responded to set up a time for a teleconference.

III. Reports

- **Facebook.**
 - June 3, 2018: 4,175 likes / 4,151 followers
 - July 8, 2018: 4,238 likes / 4,230 followers
- **Twitter (@thelpny)**
 - June 3, 2018: 55 tweets, 138 followers, and 20 likes
 - July 8, 2018: 122 tweets, 229 followers, and 24 likes
 - Jake Brunecz has helped increase activity on the account.
- **CiviCRM.** I attended a breakout session at the National Convention. Andy Burns and Ken Moellman announced that the Libertarian National Committee approved \$50,000 to develop the user dashboard so that the database is more user friendly. Development should be complete around the end of 2018.
- **Slack.** Many more LPNY members are using Slack for communication.
 - May 6, 2018: 33 users, 502 messages sent, and 2.6 MB files uploaded
 - June 3, 2018: 43 users, 1,047 messages sent, and 13.5 MB files uploaded
 - July 8, 2018: 59 users, 1,679 messages sent, and 55.3 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