

# LPNY Communications Division Report

Sunday, April 22, 2018

## I. Completed Items

- **Small website updates.** Continued small updates, including updates for chapters, events, and TCCs.
- **Blog Posts (past month)**
  - Mar. 21: A Call for 2018 Libertarian Candidates
  - Mar. 24: 3 Countries, 4 Continents, 46 years, and handcuffed for this?
  - Apr. 1: Convention Speakers Announced
  - Apr. 3: Staten Island, Tioga, Monroe, and Queens chapters hold conventions
  - 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?
- **E-Mails (past month)**
  - Mar. 21: A Call for 2018 Libertarian Candidates
  - Apr. 2: LPNY Convention Speakers Announced
  - 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!

## II. In-Progress Items

- **Petitioning Portal/Petitioning Guide.** A petitioning page has been created on the website (see [lpnewyork.org/petitioning](http://lpnewyork.org/petitioning)) and will be populated with information. The 2018 Petitioning Guide has been sent to the list and some have submitted changes. Please continue to review the document so we can make it as easy to understand as possible, especially people new to petitioning. If you would like to help review the guide, please let me know.
- **Official e-mail addresses.** Once you confirm that you have opened your LPNY e-mail address, (for example, mine is [akolstee@ny.lp.org](mailto: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.** At some point this morning, while we are here, I need photos of the officers and at-large members for the LPNY website. Everyone can also send me biographical information to include on there as well.
- **Website Forms.** Work on streamlining website forms continues.
- **Upcoming E-mails**
  - Call for Petitioning Volunteers
  - Lapsed LPNY Members – targeted e-mail to lapsed members
  - (Post-Convention) Announcement of Candidate for Governor and other offices
  - (Post-Convention) Announcement of newly elected officers/at-large members
- **Twitter.** I am looking for more people to help run the Twitter account (@thelpny)

## III. Reports

- **Twitter.** As of April 22, 2018, we have 24 tweets, 109 followers, and 17 likes. Richard Bell has joined the team to manage our Twitter account.
- **CiviCRM.** Work continues on improving the database, including the user dashboard. Right now, we can extract needed data from which we can work with. I am waiting for the user dashboard to be completed before bringing people in to learn how to use it.
- **Facebook.** We reached 4,000 Facebook likes this weekend! (4,005 as of this morning)

## 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, 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. Communications Division Members

- **Blog Contributors**
  - **Editorial Team:** Aram Fuchs, Mark Glogowski, Andrew Kolstee, Rick Miller, Peter Papagianakis, Anthony Pellegrino.
  - **Writing Team:** Tony D'Orazio, Hesham El-Meligy, Edward Garrett, Mark Glogowski, Andrew Kolstee, John Thomas Mergenhausen, Alex Merced, Joe Miller, Rick Miller, Gary Popkin, Rich Purtell
- **Media & Press Committee:** Hesham El-Meligy, Rich Purtell, Kevin Wilson
- **E-Mail Reviewers:** Tucker Coburn, Mike Dowden, Mark Glogowski, Jim Rosenbeck
- **Account Administrators**
  - **Website:** Mike Dowden, Andrew Kolstee
  - **CiviCRM:** Devin Balkind, Mike Dowden, Andrew Kolstee
  - **Twitter:** Richard Bell, Andrew Kolstee, Alex Merced, Kevin Wilson
  - **Facebook:** Doug Craig, Chris Edes, Ed Garrett, Andrew Kolstee, Alex Merced, Ron Moore, Kevin Wilson
  - **MailChimp:** Mike Dowden, Andrew Kolstee

### D. 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.  
[https://join.slack.com/t/lpny/shared\\_invite/enQtMjcxNzU0MzEwMTAyLTQ3ODU5NjVIMjI1NmE0NTFjMzhjYmRhZWZmOGJiZjVjNmVhM2RmNjY0ZTE5MTJhNjAwYTQzNzY1NGM3ZDU0ODU](https://join.slack.com/t/lpny/shared_invite/enQtMjcxNzU0MzEwMTAyLTQ3ODU5NjVIMjI1NmE0NTFjMzhjYmRhZWZmOGJiZjVjNmVhM2RmNjY0ZTE5MTJhNjAwYTQzNzY1NGM3ZDU0ODU)

Andrew Martin Kolstee  
Communications Director, Libertarian Party of New York