

LPNY Communications Division Report

Sunday, January 6, 2019

I. Completed Items

- **Small website updates.** Continuous updates. Please check your county's page so that all information is up to date.
- **SnapChat.** We now have a Snap Chat account for the LPNY, created by Maura Botsford.
- **Blog Posts (since last meeting)**
 - None.
- **E-Mails (since last meeting)**
 - Dec. 24: Merry Christmas and Season's Greetings from the LPNY!

II. Ongoing Items

- **Regular meetings.** In November, we had two meetings of the Communications Division and this will continue in the New Year. Since December was busy, we did not have any meetings.
- **CiviCRM.** The user dashboard is under development. The first part has been implemented, and completion of the project is estimated February to April 2019.
- **Website store.** Anthony Pellegrino is working on a Merchandising Subcommittee and we will work together to connect the store to the website.
- **Slack policies.** Steve Minogue has drafted a set of policies for Slack and I have made some edits. They are on the Slack channel and are open for discussion.
- **Newsletter.** Fred Cole is in the planning stages and work will be conducted this month. Publication date of the first issue to be determined.

III. Reports

- **Facebook**
 - November 11, 2018: 4,977 likes / 4,984 followers
 - November 27, 2018: 5,707 likes / 5,718 followers
 - *January 1, 2019 goal: 6,500 likes*
 - January 6, 2019: 5,912 likes / 5,922 followers
- **Twitter (@thelpny)**
 - November 11, 2018: 160 tweets and 530 followers
 - November 27, 2018: 160 tweets and 586 followers
 - *January 1, 2019 goal: 1,000 followers*
 - January 6, 2019: 161 tweets and 618 followers
- **Instagram**
 - *January 1, 2019 goal: 200 followers*
 - January 6, 2019: 32 posts and 179 followers
- **Snap Chat**
 - January 6, 2019: TBD
- **Slack.**
 - November 11, 2018: 66 users, 2,585 messages sent, 656.8 MB files uploaded
 - November 27, 2018: 90 users, 3,212 messages sent, 688.5 MB files uploaded
 - January 6, 2019: 95 users, 4,890 messages sent, 701.1 MB files uploaded
 - *Over 25 active weekly users since December*

IV. Future Items

A. Website

- **Officers and At-Large Biographies.** I need biographical information from officers and at-large members. I should have enough photos from the convention to use with the biographies.

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 (or similar).** 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. Review of goals

At the end of the meeting, we set the following goals, to be achieved by January 1, 2019.

- A. Outline a plan for the LPNY Blog
- B. Outline a plan for the LPNY Newsletter
- C. Outline a plan for Public Relations
- D. Draft a set of policies for the LPNY Slack
- E. Exceed 6,500 likes on Facebook
- F. Exceed 1,000 followers on Twitter
- G. Exceed 200 followers on Instagram
- H. Draft 1 rack card

LPNY Communications Division

Appendix

I. 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@lpny.org) to request updates.

- **LPNY County Pages** lpny.org/affiliates
- **LPNY Events Calendar** lpny.org/submit-event lpny.org/events
- **Resources Page** lpny.org/resources

II. 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 lpny.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 (lpny.org/headlines)
- 5) Article is shared to Facebook (facebook.com/lpnewyork) and Twitter (@thelpny)

III. Libertarian Party Slack Channels

- LP National: lp.org/chat
- LPNY browser link (lpny.slack.com) or invite link (lpny.org/chat)

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