

LWVMC Communications Committee

Year End Report 2017-2018



Committee Members:

- Liz Burrell
- Elizabeth Grieser
- Lindsey Kauffman
- Anita Kwan
- Bryan Peluso
- Deb Peluso
- Ben Sullivan
- Michelle Sullivan
- Beth Taggart
- Nitya Velu
- Stuart Wright

The newly re-constituted Communications Committee had a busy year! After being dormant for several years, a group of League members came together to rekindle this committee and tackle some important communications needs in the League. Our accomplishments this year include:

- Standardized our workflow for managing publicity on social media and websites (All!)
- Standardized our press release template and process (All!)
- Compiling photos and other visual assets for social media and event communications (Thanks Nitya!)
- Drafting a list of potential partners that we become more intentional about reaching out to and including in our activities, joining in theirs, and amplifying good work happening in Central Ohio (Thanks Nitya!)
- Drafted and implemented LWVMC's social media guidelines (Thanks Deb!)
- Planning and hosting Civic Cocktails, the League's monthly happy hour (Thanks Lindsey!)
- Being a staple at Civic Cocktails month after month, enjoying the libations and having a good laugh (Thanks Bryan!)
- Supporting the visual and graphic design of the postcard project spear-headed by Gloria Davis to send reminders to newly registered voters about upcoming elections (Thanks Michelle, Ben, Lindsey and Nitya!)
- Creating a short video to submit as part of a video grant application to help us update our visual communication templates and branding (We didn't win, but the video was awesome! Thanks Anita, Nitya, Lindsey and Ben!)
- Increased use of social media to promote the League, our various events, the use of hashtags #whyijoinidlwvmc (Thanks Elizabeth, Lindsey, Beth and Deb!)
- Evaluating, recommending, and ultimately transitioning the LWVMC website to MyLeagueOnline (MyLO) which allows for easy updating and is much more mobile-friendly than our current website (A BIG thank you to Elizabeth for doing the lion's share of the work! In addition, most of the committee were involved as evaluating the platform and serving as content editors: Stuart, Deb, Ben, Nitya, Michelle, Lindsey, Liz)

We are fun bunch of League members and welcome anyone with an interest or talent in communications to join us. Reach out to Deb Peluso deborah.a.peluso@gmail.com for more information.

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