

## Social Media Process Review Committee Recommendations

August 11<sup>th</sup>, 2017

**Purpose:** The “Social Media Process Review Committee”, which will now be referred to simply as the SMPRC, is an ad-hoc committee created for the purpose of reviewing the social media process from creation to publication and to review the management structure and policy manual of the Libertarian Party's growing social media assets, to create suggestions on streamlining and fine tuning these structures and processes, and present a final report of actionable suggestions to present to the Libertarian National Committee at the next meeting on August 19<sup>th</sup>-20<sup>th</sup> in Kansas City, MI.

**Summary:** The social media assets of the Libertarian Party have not evolved with the growth of the party to meet the demands of a highly professional organization. The social media teams, while highly skilled and specialized, lack a leadership structure and clear leadership. The current state of social media is in a state of fractionated disarray with a holographic management structure that has sprung up naturally rather than a clear hierarchical structure. What is needed is clear policy, strong leadership, and a unified structure that can work synergistically, and play off each member's individual strengths to be as effective and professional as possible at propagating the Libertarian Party's unique message. We recommend appointing team leaders to act as ultimate arbiters and policy creators, reviewing the areas of opportunity and critical control points in this report to design clear policy, and to create an on-boarding process that identifies clearly the responsibilities, and delegates titles to volunteers. The social media of the Libertarian Party is one of this bodies greatest assets and tools for outreach and branding, the significance of this asset must not be understated.

**Research Methods:** Our committee was invited to join and observe all the Libertarian Party Facebook page groups to view the process of content creation to publishing. We had all administrative rights needed to complete our work. Our committee interviewed a myriad of volunteers and people of strategic importance at various levels to inquire on practices, policies and suggestions. Many thoughts and suggestions were consistent with most those whom we interviewed, echoing similar sentiments and suggestions that appeared obvious and glaring to those volunteers. In addition, our committee elicited feedback, suggestions, and ideas from Libertarian Party members through an event conference call. We discussed and dissected areas of opportunity observed from the social media pages, as well as the information from our interviews and conference call, to format our own notes to be combined into a final report for the LNC to review.

### Areas of Opportunity:

- No on-boarding process for new volunteers
- No official guidelines or policy for posting
- No expectations for new volunteers or official responsibilities nor titles
- No official policy on replying to inbox messages or responding to negative posts or posts made to entice negativity
- No managerial hierarchy or team leadership
- No final arbiter for posting or immediate corrective action in the incident of a rogue or potentially damaging post

- No clear unified messaging strategy to act in accordance with Libertarian Party political or organizational goals
- No disciplinary guidelines or members assigned an HR role
- Holographic management structure versus a hierarchical management structure.

#### Action Items:

- 1) The LNC is recommended to commission the creation of an on-boarding process for all new volunteers with clear titles, responsibilities and goals attached to that position. Current positions for Facebook, for instance, are the creative team as well as the publishing team.
- 2) The LNC is recommended to select a point person whose duty it is to create a management hierarchy within the social media team(s) with a clear structure with specific duties, authority and responsibilities.
- 3) The LNC is recommended to appoint an ultimate arbiter for social media decisions which would also include pulling content that could be rogue or potentially damaging. We recommend the Press Secretary should fill this position.
- 4) The LNC is recommended to create, or appoint a point person or group, to create clear guidelines for replying to user comments and private messages.
- 5) The LNC is recommended to create, or appoint a point person or group, to create clear policy for handling HR related concerns.
- 6) The LNC is recommended to create, or appoint a point person or group, to create team leaders who will oversee setting the direction of the social media marketing strategies which are in line with current Libertarian Party outreach and political goals.
- 7) The LNC is recommended to create, or appoint a point person or group to create, a three-step process for publishing of social media content. Comprised of teams. Separate leadership for each group. Reproduce for all social media.

A: People that create – do their thing

B: People that approve – (Approve and/or send back)

C: People that publish/post

- 8) The LNC is recommended to create, or appoint a point person or group to create, a pipeline with state affiliates for onboarding new social media volunteers. This will create a pool of possible new volunteers with ties to their state affiliates, and help create unity/buy-in with state affiliates and national LP. Ideally, this would help recruit volunteers that are already vetted and recommended by their state affiliates. The pipeline would be two-way, and talent could also move from national to an affiliate.

- 9) It is recommended that the LNC, staff, and volunteers create and foster a culture for our social media outreach teams that prevents missteps prior to their occurrence. This may include manuals, reminders, videos, and other internal cultural strategies to create and

maintain such culture. This may also be a step in the onboarding process in the form of a video, manual, mentorship, etc.