

LWVCC Communications Activities Final Report August 2019 – April 2020

1. **“2019-20 Communications Strategic Plan and Communications Guidelines” document and communications budget were accepted by the board at its November 2019 meeting.**

The plan includes **communications outlets** such as social media; and procedures for advocacy activities; committee reports, interest and study groups and fact-based summaries, and Webmaster and Communications Chair responsibilities and protocols.

2. **Launched The Observer newsletter in January 2020 distributed to all Cook County League members**

Published a series of stories about Observers of LWVCC governments by featuring an LWVCC Observer each month and information about the government she observed (MWRD, CCH and the Forest Preserves). Several members responded and expressed interest in joining the LWVCC Observer Corps.

NOTE: WE ARE STILL RECRUITING OBSERVERS. CONTACT US.

The April issue featured a story about how **local Leagues are continuing to conduct business and special projects they’re taking on during the pandemic.**

The **open and click-through rates of The Observer are exceedingly high** compared to that of other organizations. A link to the latest issue of the newsletter is always posted on the LWVCC website.

In addition to the monthly newsletter, LWVCC issued designated emails about the Annual Meeting, Bumpy Remo play “The Agitators,” and the WTTW Voters Guide and ABC7 State’s Attorney debate.

3. **Social media.** LWVCC’s Facebook and Twitter accounts were reactivated in September and populated with posts about LWVCC activities, Cook County government news, and pertinent news about Illinois and national League activities. We share an average of 12 posts per month on each channel and monitor the sites on a weekly basis.
4. **LWVCC website.** The League webmaster regularly updated the League’s website with information about voting, voter services activities, the League’s positions, actions and testimonies, sponsored programs and the LWVCC Annual Meeting. She also posted more than 50 Observer reports which were simultaneously shared on Facebook and Twitter.

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