

MEETING MINUTES
LIBERTARIAN NATIONAL COMMITTEE
JANUARY 3, 2021
VIA ZOOM



CURRENT STATUS:

FINAL

PREPARED BY **CARYN ANN HARLOS**, LNC SECRETARY

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LEGEND: *text to be inserted*, ~~text to be deleted~~, unchanged existing text, *substantive final main motions*.

All main substantive motions will be set off by *bold and italics in green font* (with related subsidiary and incidental motions *set off by highlighted italics*) and will be assigned a motion number comprising the date and a sequential number to be recorded in the Secretary's Main Motion/Ballot Tally record located at <https://tinyurl.com/lncvotes2021>

Points of Order and substantive objections will be indicated in **BOLD RED TEXT**.

All vote results, challenges, and rulings will be set off by **BOLD ITALICS**.

The Secretary produces an electronic One Note notebook for each meeting that contains all reports submitted as well as supplementary information. The notebook for this meeting can be found at <https://tinyurl.com/LNCOneNoteJan2021>

The LPedia article for this meeting can be found at:
[https://lpedia.org/wiki/LNC Meeting 3 January 2021](https://lpedia.org/wiki/LNC_Meeting_3_January_2021)

Recordings for this meeting can be found at the LPedia link.

QR codes are placed throughout the minutes which lead directly to the media files that cover the referenced business. These codes are also hyperlinked for those viewing on a computer.

OPENING CEREMONY

CALL TO ORDER



Chair Joseph Bishop-Henchman called the meeting to order at 8:02 p.m. All times are Eastern. A moment of silence was observed for the passing of Joshua Flynn.

OPPORTUNITY FOR PUBLIC COMMENT



Omar Recuero (FL) congratulated all of the LP candidates. A list of the attendees in the gallery is attached as **Appendix A**.

HOUSEKEEPING

ATTENDANCE



The following were in attendance as per the roll call of the Secretary:¹

Officers: Joseph Bishop-Henchman (Chair), Ken Moellman (Vice-Chair), Caryn Ann Harlos (Secretary), Tim Hagan (Treasurer)

At-Large Representatives: Laura Ebke, Richard Longstreth, Erik Raudsep, Valerie Sarwark, Joshua Smith

Regional Representatives: Francis Wendt (Region 1), Steven Nekhaila (Region 2), Dustin Nanna (Region 3), Jeff Hewitt (Region 4), Susan Hogarth (Region 5), John Phillips (Region 6), Whitney Bilyeu (Region 7), Tucker Coburn (Region 8)

Regional Alternates: Chris Luchini (Region 1), David Sexton (Region 2), Jared Hall (Region 3), Tim Ferreira (Region 4), David Valente (Region 5), Matthew Bughman (Region 6), Erin Adams (Region 7), Richard Bowen (Region 8)

Absent: None

Staff: Tyler Harris (Interim Executive Director), Robert Kraus (Operations Director), Apollo Pazell (Campaigns), Tara DeSisto (Development Director)

Congratulations were extended to Mr. Smith on the birth of his son.

ADOPTION OF THE AGENDA



The Chair previously submitted a proposed agenda as follows:

1. Welcome
 - a. Call to Order 8:00 PM ET

¹ Mr. Smith arrived after the official roll call.

b. Opportunity for Public Comment	5 minutes
2. Housekeeping	
a. Attendance Roll Call	2 minutes
b. Adoption of Agenda	3 minutes
3. Old Business	
a. Action item: Social media policy (Mr. Raudsep)	10 minutes
4. New Business with Previous Notice	
a. Action Item: Delete internal LNC email list (Ms. Harlos)	10 minutes
b. Action Item: Establish Voting Reform Committee (Ms. Harlos)	10 minutes
c. Policy Manual Change: Committee Appointments (Ms. Ebke)	10 minutes
d. Action Item: Appointments to Audit Committee 2 non-LNC members selected by LNC	10 minutes
e. Action Item: Appointments to Awards Committee 2 non-LNC members, selected by LNC “strive to keep two members of past Awards Committee”	10 minutes
f. Informational: COVID messaging (Ms. Harlos)	10 minutes
5. Closing	
a. Announcements	10 minutes
b. Opportunity for Public Comment	10 minutes
6. Adjourn	9:45 PM ET

There were no amendments, and the proposed agenda was adopted ***WITHOUT OBJECTION.***

OLD BUSINESS

SOCIAL MEDIA MESSAGING



Mr. Raudsep moved to adopt the proposed Social Media Policy as an addendum to the Policy Manual.² [20210103-01]

Ms. Harlos moved to amend to strike “as an addendum to the Policy Manual.”

Mr. Bishop-Henchman ruled the amendment ***OUT OF ORDER*** citing the Policy Manual that states as follows in the introduction: “This policy manual is a compilation of the rules governing the Libertarian National Committee, Inc. not already reflected in its corporate charter, bylaws, or rules of order.”

A roll call vote was conducted on the Raudsep with the following results:

Member / Alternate	Aye	Nay	Abstain
Adams		X	
Coburn		X	

² Attached hereto as **Appendix B.**

Member / Alternate	Aye	Nay	Abstain
Ebke	X		
Hagan	X		
Harlos	X		
Hewitt	X		
Hogarth		X	
Longstreth		X	
Moellman	X		
Nanna	X		
Nekhaila			X
Phillips		X	
Raudsep	X		
Sarwark	X		
Smith			X
Wendt	X		
Bishop-Henchman			X
TOTALS	9	5	3

This motion PASSED with a roll call vote of 9-5-3. [20210103-01]

NEW BUSINESS WITH PREVIOUS NOTICE

DELETE INTERNAL-LNC EMAIL LIST



Ms. Harlos moved to delete the internal LNC email list. [20210103-02]

WITHOUT OBJECTION, time was extended for ten (10) minutes.

Ms. Hogarth moved to substitute without finalizing her language when Ms. Harlos moved a **POINT OF ORDER** that the substitute was straying beyond the scope of the meeting notice, and Ms. Hogarth **WITHDREW** her substitution before it was seconded.

During debate, Ms. Harlos raised additional **POINTS OF ORDER** that some points of debate were moving outside of decorum. Mr. Bishop-Henchman instructed the body accordingly.

[REST OF PAGE LEFT INTENTIONALLY BLANK]

A roll call vote was conducted on the Harlos motion with the following results:

Member / Alternate	Aye	Nay	Abstain
Bilyeu		X	
Coburn		X	
Ebke		X	
Hagan		X	
Harlos	X		
Hewitt		X	
Hogarth		X	
Longstreth	X		
Moellman		X	
Nanna	X		
Nekhaila	X		
Phillips	X		
Raudsep	X		
Sarwark		X	
Smith	X		
Wendt		X	
Bishop-Henchman	X		
TOTALS	8	9	0

*This motion **FAILED** with a roll call vote of 8-9-0. [20210103-02]*

NEW BUSINESS

ESTABLISH VOTING REFORM COMMITTEE



Ms. Harlos moved that a Voting Reform Committee be created with the following characteristics:

- *This committee would be tasked to track and document voting reform efforts throughout the nation, such as RCV and Approval Voting; inform state affiliates of voting reform activities and organizations in their state; and act as the liaison between voting reform organizations and the national Libertarian Party.*
- *This committee shall comprise five (5) members of which at least one (1) shall be an LNC member. The members shall be chosen by the LNC after soliciting applications.*
- *This committee shall be ad hoc as a trial phase with its usefulness and effectiveness to be evaluated by the 2022-2024 LNC. [20210103-03]*

Mr. Bishop-Henchman passed the gavel to Ms. Moellman.

WITHOUT OBJECTION, Mr. Bishop-Henchman moved to amend to add “, and proportional representation” after “Approval Voting” and strike the then superfluous “and” between “RCV and Approval Voting” and replace with a comma.

WITHOUT OBJECTION, Mr. Bishop-Henchman moved to strike “inform state affiliates of” and add “collaborate with state affiliates on” in its place.

The amended motion now read:

That a Voting Reform Committee be created with the following characteristics:

- This committee would be tasked to track and document voting reform efforts throughout the nation, such as RCV, Approval Voting, and proportional representation; collaborate with state affiliates on voting reform activities and organizations in their state; and act as the liaison between voting reform organizations and the national Libertarian Party.***
- This committee shall comprise five (5) members of which at least one (1) shall be an LNC member. The members shall be chosen by the LNC after soliciting applications.***
- This committee shall be ad hoc as a trial phase with its usefulness and effectiveness to be evaluated by the 2022-2024 LNC. [20210103-03]***

A roll call vote was conducted on the Harlos motion, as amended, with the following results:

Member / Alternate	Aye	Nay	Abstain
Bilyeu	X		
Coburn	X		
Ebke	X		
Hagan	X		
Harlos	X		
Hewitt	X		
Hogarth	X		
Longstreth	X		
Moellman	X		
Nanna	X		
Nekhaila	X		
Phillips	X		
Raudsep	X		
Sarwark	X		
Smith	X		
Wendt	X		
Bishop-Henchman	X		
TOTALS	17	0	0

This motion PASSED with a roll call vote of 17-0-0. [20210103-03]

Ms. Harlos thanked the LNC and agreed to add these committee applications to the roster of applications presently being solicited.

Mr. Moellman returned the gavel to Mr. Bishop-Henchman.

POLICY MANUAL CHANGE ON LNC COMMITTEE APPOINTMENTS

Ms. Ebke moved the following Policy Manual change as follows:

Add and Renumber, 1.03 Committee Appointments

2) LNC Committee Appointments

No person appointed by the LNC as a voting member to serve on three (3) or more standing, special, or Bylaws-created committees shall be eligible to be appointed by the LNC to serve as a voting member on any additional standing or special committee. For purposes of determining eligibility, neither the LNC Executive Committee nor any Chair Advisory Committees shall count. [20210103-04]³

WITHOUT OBJECTION, time was extended for ten (10) minutes.

[REST OF PAGE LEFT INTENTIONALLY BLANK]

³ Ms. Ebke confirmed that her language does exclude non-voting ex officio appointments as being counted towards the maximum number of committees on which an LNC member could serve.

A roll call vote was conducted on the Ebke motion with the following results:

Member / Alternate	Aye	Nay	Abstain
Bilyeu		X	
Coburn	X		
Ebke	X		
Hagan	X		
Harlos	X		
Hewitt	X		
Hogarth	X		
Longstreth	X		
Moellman		X	
Nanna		X	
Nekhaila		X	
Phillips		X	
Raudsep	X		
Sarwark	X		
Smith	X		
Luchini	X		
Bishop-Henchman	X		
TOTALS	12	5	0

This motion PASSED with a roll call vote of 12-5-0. [20210103-04]

APPOINTMENTS TO AUDIT COMMITTEE



ELECTION OF AUDIT COMMITTEE

BALLOT NUMBER: 20210103-05

VOTING METHOD: Approval Voting per OpaVote. Vote for as many candidates as desired. Two (2) candidates will be elected. Only non-officers can vote.

CANDIDATE	VOTE TOTALS	LNC RECORDED VOTES 10 BALLOTS CAST
Thomas Barnhill	0	
Brian Blurn	4	Bilyeu, Coburn, Hogarth, Raudsep
Joe Buchman	8	Bilyeu, Coburn, Ebke, Hogarth, Phillips, Raudsep, Sarwark, Wendt
Michael Callahan	0	
Richard Catalano	1	Smith
Tom Cooney	3	Bilyeu, Coburn, Hogarth
Scott Dodson	0	
Alexander Evans	0	
Jaime Fernandez	0	

ELECTION OF AUDIT COMMITTEE**BALLOT NUMBER:** 20210103-05**VOTING METHOD:** Approval Voting per OpaVote. Vote for as many candidates as desired. Two (2) candidates will be elected. Only non-officers can vote.

CANDIDATE	VOTE TOTALS	LNC RECORDED VOTES 10 BALLOTS CAST
Robert Hamilton	1	Bilyeu
Tamra Hargus	0	
Logan Harrison	0	
Paul Hatfield	0	
Brook Henderson	1	Coburn
Yochanan Hershoff	0	
Daniel John	0	
Kyle Jugenberg	2	Bilyeu, Hogarth
Charles Keeney	0	
Keith Laube	2	Bilyeu, Hogarth
George Martin	0	
William Matthews	0	
Clinton McGrath	1	Wendt
Ian Milks	0	
Alan Misner	0	
Robb Northrup	0	
Anthony Orn	0	
John Parker	2	Bilyeu, Hogarth
Joe Parson	0	
Louis Perrotta	2	Bilyeu, Phillips
Ryan Poslyt	0	
Gilberto Rodriguez	0	
Arthur Santry	0	
Andrew Sellers	1	Phillips
Aaron Shackelford	0	
		Bilyeu, Coburn, Ebke, Hogarth, Longstreth, Phillips, Sarwark, Smith
Mark Tuniewicz	8	
Matthew Vinez	0	
Robert VonBrieson	2	Bilyeu, Hogarth
David Warren	0	
Steve Wolfe	0	
John Zukoski	0	
NOTA	0	

Dr. Buchman and Mr. Tuniewicz were elected.



APPOINTMENTS TO AWARDS COMMITTEE

- Mr. Hagan, Ms. Harlos, and Mr. Valente spoke for the nomination of Jim Lark.
- Ms. Harlos, Mr. Valente, and guest Adam Reinsmith (PA) spoke to the nomination of Adam Reinhardt.

ELECTION OF AWARDS COMMITTEE

BALLOT NUMBER: 20210103-06

VOTING METHOD: Approval Voting per OpaVote. Vote for as many candidates as desired. Two (2) candidates will be elected.

CANDIDATE	VOTE TOTALS	LNC RECORDED VOTES 17 BALLOTS CAST
Stephen Ciureton	0	
Jim Fulner	6	Bilyeu, Ebke, Hagan, Moellman, Nanna, Phillips
Laurence Gillis	4	Bilyeu, Harlos, Hogarth, Nekhaila,
Tyler Hunt	1	Phillips
Charles Keeney	0	
Jim Lark	16	Bishop-Henchman, Coburn, Ebke, Hagan, Harlos, Hewitt, Hogarth, Longstreth, Moellman, Nanna, Nekhaila, Phillips, Raudsep, Sarwark, Smith, Wendt
Juan Martinez	0	
David Moss	0	
Anthony Orn	0	
Daryl Perry	7	Bilyeu, Coburn, Hagan, Hogarth, Moellman, Phillips, Wendt
Adam Reinhardt	12	Bilyeu, Bishop-Henchman, Coburn, Ebke, Harlos, Hogarth, Longstreth, Moellman, Raudsep, Sarwark, Smith, Wendt
John Robertson	2	Bilyeu, Wendt
Ashley Shade	7	Bilyeu, Bishop-Henchman, Coburn, Harlos, Hewitt, Moellman, Phillips
Tyler Smith	3	Bilyeu, Bishop-Henchman, Phillips
William Splawn	0	
Jack Thompson	1	Bilyeu
Bruce Wales	0	
Keith Winkler	0	
NOTA	0	

Dr. Lark and Mr. Reinhardt were elected.

INFORMATION ON COVID MESSAGING

Ms. Harlos provided an update on her activities with an informal group of activists on strategic messaging planning since the declination of the creation of an LNC committee to do the same. She was asked to provide any meeting information to the LNC in case any members wished to attend and/or participate. This is not sponsored by the LNC or the Party but is solely a personal project of Ms. Harlos outside her role as LNC Secretary.

ADJOURNMENT

OPPORTUNITY FOR PUBLIC COMMENT AND ANNOUNCEMENTS

Following public comment and announcements, the meeting adjourned **WITHOUT OBJECTION** at 10:06 p.m.

TABLE OF NUMBERED MOTIONS/BALLOTS

**note that the master log of motions in 2021 can be found here: <https://tinyurl.com/lncvotes2021>*

ID#	Motion/Ballot	Result
20210103-01	Adopt Social Media Policy	PASSED
20210103-02	Delete internal LNC list	FAILED
20210103-03	Establish Voting Reform Committee	PASSED
20210103-04	Limit number of committees for LNC members	PASSED
20210103-05	Elect non-LNC members of Audit Committee	Joe Buchman and Mark Tuniewicz elected
20210103-06	Elect non-LNC members of Awards Committee	Jim Lark and Adam Reinhardt elected

TABLE OF APPENDICES

Appendix	Title	Author
A	Attendance List	Caryn Ann Harlos
B	Social Media Policy	Erik Raudsep

Respectfully submitted,

LNC Secretary ~ Secretary@LP.org ~ 561.523.2250

APPENDIX A – GALLERY ATTENDANCE ROSTER

NAME	STATE
Benjamin Banham	SC
Ethan Bishop-Henchman	DC
Zach Britt	MS
Tommy Brown	IN
Kim Coleman	TX
David Davis	IA
Ryan Jenkins	TN
Eric Lund	KS
Chris Minoletti	CA
Anna Mosashvili	CA
Nathan Moxley	TX
James Ray	FL
Bridgette Schossow Reinsmith	PA
Starchild	CA
Christopher Thrasher	NE

APPENDIX B – SOCIAL MEDIA POLICY

Guidelines for the use of Social Media by Libertarian Party

Purpose For many of us, social media is a part of our daily lives and helps us communicate professionally and personally with those who care about what we do. This document updates those guidelines to reflect current practices, processes and tools in a rapidly changing social media environment.

Teams within the Libertarian Party lead and support social media use and citizen engagement activities. The purpose of this document is to inform Libertarian Party employees and qualified volunteers about the processes and best practices for setting up and managing social media channels and constituent engagement processes through the Libertarian party to support the work of the party. The Libertarian Party has produced a separate set of guidelines for the personal use of social media as a Libertarian party employee or qualified volunteer.

The Libertarian Party has an integral role in setting standards for the use of social media. The various teams within the Libertarian Party work together to ensure that constituents have a consistent user experience, content is presented with a common look and feel, and that guidelines and best practices are being followed for all constituent-party interactions.

Table of Contents

- A. Which social media tools is the Libertarian Party currently using?
- B. How do I set up a new Libertarian Party social media account or engagement activity?
- C. How do I moderate social media in my professional capacity?
- D. What privacy concerns do I need to be aware of?
- E. If a constituent has shared a comment or other content, can I reuse it?
- F. What do I need to be aware of regarding intellectual property and copyright?
- G. How do I keep social media and constituent engagement records?
- H. How do I prevent information security incidents?
- I. Does being a Libertarian the employee or qualified volunteer impact my personal use of social media?
- J. What about social media and constituent engagement during an election period?
- K. Appendix A – Social Media Best Practices

A. Which social media tools is Libertarian Party currently using?

Employees and Qualified Volunteers must obtain Libertarian Party approval for the development and redesign of websites, web applications and apps, as well as the building or launching of new constituent engagement opportunities and social media accounts. Employees and Qualified Volunteers are also required to adopt corporate technologies and follow corporate standards for websites and blogs. The planning process prior to establishing a new social media tool includes considerations for managing intellectual property, records management, information security and maintaining privacy,

Below is a list of social media tools currently in use by the Libertarian Party.

Twitter is an online news and social networking platform that allows users to post and interact with short messages that may include links, images, videos or hashtags. Users can interact with content by liking, retweeting or commenting on posts. Twitter is an effective tool when immediacy is important.

Facebook is a social media and social networking platform that allows users to post messages that may include links, images, video or other visual/audio content. Users can interact with content by commenting on posts, assigning an emoji and sharing posts with their own contacts. Facebook is a useful tool for highly-visual content, or when you hope to start a conversation with citizens.

Instagram is an online photo-based social networking platform best suited for sharing photos and short videos. Users can interact with content by liking it, leaving a comment or sharing it with others. Instagram is a useful tool for highly-visual, lifestyle-focused content.

YouTube is an online video-sharing platform that allows users to comment, share and rate content.

LPedia is an online Libertarian Encyclopedia entirely maintained and added to by Libertarians and the general public.

MeWe is an alt-tech social media and social networking service. MeWe's light approach to content moderation has made it popular among Libertarians and Conservatives alike. The Site's interface has been described as similar to that of Facebook, though MeWe describes themselves as the anti-Facebook due to its focus on data privacy.

B. How do I set up a new official Libertarian Party social media account or engagement activity?

It is important to note that the Libertarian Party takes a measured approach to creating new blog sites and social media accounts, so an early discussion with the Libertarian Party is essential to determine if your idea is likely to get approval. From time to time, based on proven need, new social media accounts and blogs will be considered. Any web content prepared for public consumption, regardless of the medium used, must be approved by the Advertising & Publication Review Committee, through the communications director assigned to your ministry. It is also vital that the Libertarian Party is responsible to ensure that all Libertarian policies and programs are communicated to the public in a timely, relevant and accessible manner and that constituents can access the information and services they need from the Libertarian Party in a way that is efficient and effective. The Marketing and Media Committee can help you determine the tools and approvals required for creating new social media accounts. Beyond Marketing and Media and the Advertising & Publication Review Committees, approvals may include the Chair or Vice Chair. Final approval of all new social media accounts rests with the LNC as well as the Chair. Final approval of new blogs and other

constituent engagement activities like apps that gather feedback or face-to-face open houses rests with the LNC or the Chair. In many cases, rather than starting your own social media account, it may be better for you to work with the Libertarian Party to promote content about your program through existing party accounts. This allows you to leverage the Libertarian Party brand, and an existing and well-established audience, rather than starting from scratch.

Please connect the Advertising & Publication Review Committee if you have content that you would like shared.

C. How do I moderate social media in my professional capacity?

Libertarian Party employees or qualified volunteers may in their professional capacity be involved in moderating, encouraging dialogue and responding to questions on social media and blogs. For this activity, employees are expected to follow the following guidelines.

Loyalty

Libertarian Party employees and qualified volunteers have a duty of loyalty to the Libertarian party as their employer. They must act honestly and in good faith and place the interests of the party ahead of their own private interests.

Confidentiality

Confidential information, in any form, that employees receive through their employment must not be disclosed, released, or transmitted to anyone other than persons who are authorized to receive the information. Employees with care or control of personal or sensitive information, electronic media, or devices must handle and dispose of these appropriately. Employees who are in doubt as to whether certain information is confidential must ask the appropriate authority before disclosing, releasing, or transmitting it.

Public Comments

Libertarian Party employees or qualified volunteers may comment on public issues but must not engage in any activity or speak publicly where this could be perceived as an official act or representation (unless authorized to do so).

Employees must not jeopardize the perception of the Libertarian Party in the performance of their duties through making public comments or entering into public debate regarding Libertarian Party policies. Libertarian Party employees must not use their position in the party to lend weight to the public expression of their personal opinions.

Political Activity

Libertarian Party employees and qualified volunteers may participate in political activities including membership in a political party, supporting a candidate for elected office, or seeking elected office. Employees' political activities, however, must be clearly separated from activities related to their employment.

If engaging in political activities, employees must remain impartial between Libertarian Candidates and Platforms and also retain the perception of impartiality in relation to their duties and responsibilities.

Service to the Public

Libertarian Party employees and qualified volunteers must understand that the party is here to serve the public and provide that service to the public in a manner that is courteous, professional, equitable, efficient, and effective and overall positive, refraining from the negative. Employees must be sensitive and responsive to the changing needs, expectations, and rights of a diverse public in the proper performance of their duties. It is a necessary to the positive development of the party to avoid hostility in social media communication as this can be conceived as a violation of the Non Aggression Principle.

All Libertarian Party employees and qualified volunteers must know there are categories of information that cannot be discussed with members of the public in any forum, either face-to-face or online. They include: Matters before the courts; Confidential policy advice, draft legislation etc.; and Material about third persons (e.g. information about identifiable individuals). Employees and volunteers who are in doubt as to whether certain information is confidential must ask the appropriate authority, before disclosing, releasing or transmitting it. You must notify the appropriate committee or LNC member if you receive a media request, including those from bloggers and other social media personalities who may be working on a story. Additional advice on moderation best practices can be found in Appendix A of this document.

D. What privacy concerns do I need to be aware of?

When a citizen leaves a comment or provides an opinion on a government social media channel or blog, they are providing personal information. The definition of personal information has a broad scope and includes, among other things, an individual's home address or email, appearance and image, educational and employment history and personal opinions. Part of the planning for constituent engagement and social media will include a plan to ensure and protect the privacy implications of the approach and tools to be considered. Some of the questions that may be asked as part of the plan include but not limited to:

- Will anyone be sharing photos or videos containing identifiable individuals?
- Will participants be sharing personal information about others, perhaps people they are

caregivers of, their neighbors or friends? • Will anyone be able to identify the individuals based on the comments? • What is the data flow of personal information and opinions once it is received? • What happens to the personal information once the project is complete? • How will employees and qualified volunteers of the Libertarian party ensure that personal information and opinions are not improperly disclosed through systems or processes?

E. If a constituent has shared a comment or other content, can I reuse it?

From time to time, the Libertarian Party may wish to reuse personal information, such as opinions that were originally provided for the purposes of public discussion and promotion of proposed or existing Libertarian Party initiatives, policies, proposals, programs and legislation. For example, if Jane Smith posts on an official Libertarian Party channel her opinion about a policy, the Libertarian Party may choose to include this comment in a social media post, graphic or in the final engagement report. This is acceptable. However, identifiable elements should be removed if they are not required to communicate the message or further engage with the community. However, The Libertarian Party may not freely re-post personal information from other information sources, such as another website, photos, a newspaper article, government press releases without obtaining the proper approval to do so or if ability to repost is implied by the organization.

F. What do I need to be aware of regarding intellectual property and copyright?

Intellectual property is the set of rights arising from the creation and development of music, videos, computer software, publications, training manuals, reports, maps, etc. Intellectual property rights include, but are not limited to, copyright, trademarks, official marks, domain names, patents and industrial design. The Libertarian Party claims copyright on any materials it posts or publishes, so it is essential that all employees and qualified volunteers confirm the materials posted online are owned by the Libertarian Party or permission to use this material has been granted and are not protected by someone else's copyright, existing restrictive licensing agreements or other terms of use that would prohibit the Libertarian Party from posting the materials. Materials automatically become the property and copyright of the Libertarian party if created by an employee while at work. Copyright encompasses a wide range of assets including written materials, such as books, manuals, reports and computer software; visual materials such as videos, photographs, pictures, posters and maps; and audio materials such as music and voice recordings. Also, commonly used within any organization including the Libertarian Party are registered trademarks and official marks, which are usually logos, word marks, or other branding associated with the Libertarian Party. All materials found online are property of their authors which may only be used if accompanied by a license or if prior permission is obtained from the author. The Libertarian Party must not use the trademarks or logos of another entity unless there is permission to do so. The Libertarian party cannot be perceived as endorsing a separate entity or its programs or products. Stock photos may be used providing they have been purchased as royalty-free with unlimited rights usage. Any questions about the use of intellectual property or copyright

on social media and constituent engagement sites should be directed to the LNC or to the Advertising & Publication Review Committee, who may follow up with you or any other entity that may be necessary.

G. How do I keep social media and constituent engagement records?

Employees and qualified volunteers must consider how best to document the projects and activities for which they use social media tools and constituent engagement processes. Key records need to be classified and recorded in an appropriate fashion, and this may involve copying or transcribing information originally presented on social media. Other documentation may be identified as transitory records and destroyed.

H. How do I prevent information security incidents?

Prior to launching a social media tool or constituent engagement process, you must work with the LNC or Advertising and Publication Review Committee to assess the potential security risks of a particular tool, determine the appropriate security settings and ensure that you understand the terms and conditions for the site. Any suspected or actual information incidents must be reported to the chair and the LNC immediately upon discovery of the breach.

I. Does being a Libertarian employee or qualified volunteer impact my personal use of social media?

All employees and qualified volunteers are required to comply with the Standards of Conduct as a condition of their employment or extended volunteer capabilities. This requires Libertarian employees and qualified volunteers to conduct themselves in a manner that maintains and enhances the public's trust and confidence in public perception. The Libertarian Party and the mainly the LNC and chair communicates Standards of Conduct expectations through training and support programs offered, as well as through internal tools. To comply with the Standards of Conduct, employees and qualified volunteers must conduct themselves in a way that separates their personal and professional use of social media and must avoid all real, potential and perceived conflicts of interest if deemed necessary. Employees must maintain impartiality in the performance of their duties and avoid making public comments or entering into public debate regarding government policies outside of Libertarian scope particularly in support of other parties. This commitment starts from the time the LNC or the chair in-trusts the employee or qualified volunteer with the capability of conducting social media presence for the representation of the Libertarian party, and they must conduct themselves accordingly throughout their employment or service as a volunteer in this capacity. This is only to be applied in instances where an employee or qualified volunteer slanders or defames the party or individual within the party or expresses a position or policy that is directly in violation of the bylaws, platform, statement of principles, or the Non-Aggression Principle.

J. What about social media and constituent engagement during an election period?

There are specific guidelines for employees and qualified volunteers during the election period, which includes the primary (the beginning of the political season when multiple candidates for the Libertarian party or other parties may be called), general (the main portion of the political season when candidates of all parties and independent individuals are seeking office) and transition (from election day until the new officeholders are sworn in). During the primary season it is necessary that all Libertarian employees and qualified volunteers directly responsible for advertising, communications, internet/web updates, social media and constituent engagement activities are limited to general public interaction regarding policy, national and state membership drives, and responding to the public regarding platform, position pieces. During this time, Libertarian party employees and qualified volunteers are not allowed to publish content that may be perceived as promotional of particular candidate in any race as it is the intention of the party to allow the voters to choose the appropriate candidate however sharing earned media for a Libertarian candidate with the express statement that this is not an endorsement of the candidate where the shared media has been shared within our channels. This does not expressly include any constituent engagement activities that may be multi-year or ongoing that works with individuals who may be also seeking office. Public feedback can still be accepted, but all efforts must be made to remain as impartial as part. The only exception is for an instance where another party or contrary group of individuals are seeking the nomination of the Libertarian party. This will be verified by the LNC and/or the chair prior to action taken. During the general election phase of the election cycle, the Libertarian party will actively promote duly selected nominated and or balloted candidates who will appear as Libertarians on the ballot in partisan races. Nonpartisan races will require membership of the party prior to appearing on the ballot in the respective elections. Employees and qualified volunteers should also be particularly conscious of their personal use of social media during an election period. During the transition phase restrictions are eased however no defamatory or negative commentary or personal usage of any campaign or candidate shall occur.

K. Social Media Best Practices

Use of social media by libertarian employees or qualified volunteers are our spokespeople For all intents and purposes, social media accounts can and should be considered an extension of the identity of an individual and of the party. Like their owners, a social account can embody different identities: Chair, LNC Member, etc. Guidelines for Libertarian party use of Social Media by employees or qualified volunteers can and should post to social media, including Facebook pages, in their capacity as a Libertarian party spokesperson. And they can do so while also using the same account to connect with constituents in their capacity as such, for example. The role of the Libertarian communications staff in supporting the Chair, the LNC and individual Committees with social media outreach is similar to how the Libertarian Party staff produce speaking notes and video products for announcements. Libertarian Party communications departments should produce suggested social media content for the

Chair, the LNC, Committees and other spokespeople related to any and all Party events and announcements. The Chair, LNC, and Committees can then choose to adapt and work with other individuals after approval to post the proposed digital content after due review. For example, The Libertarian Party communications staff should prepare suggested Facebook posts and tweets related to a major party announcement for the Chair. Libertarian Party staff can and should also offer support the Chair as it relates to digital communications best practices and posting the content. Libertarian Party communications staff should not, however, write suggested content unrelated to their role as a spokesperson as a member of a political party, this would exclude content from their role as a fan of a sports team, or as a family member, Libertarian Party communications staff should also not be posting to social media channels on behalf of a Chair or LNC Member or Committee. Social Media Best Practices Security Best Practices Creating structure around access, roles and logins can help protect Libertarian party blogs and social media accounts from security incidents. Members of Libertarian party staff can help involved individuals develop smart security patterns to safeguard account security. Some security best practices include: • Restrict access to pages and accounts to those who need it; • Establish and follow rules around where personnel fit in the role hierarchy (e.g. only two or three admins on Facebook with others as editors or below) • Use single logins when possible, or restrict login to party email addresses which can be controlled if compromised; • Reduce the number of personal email accounts being used to login to Facebook, which can expose Libertarian Party accounts to security incidents if personal Facebook accounts are compromised; and • Ensure any personal accounts adhere to password security best practices by choosing complex, unique passwords that are different for each account, changing passwords often (at least every 3 months), and setting up two-factor authentication for any account that has access to Libertarian Party assets. Moderation Best Practices Each social media tool will require its own moderation policy and terms of use. For example, the Corporate Moderation Policy must be used when setting up the party blog platform. Some additional tips for moderating include: • Only comment on topics that you have responsibility for and direct knowledge about. Refer out-of-scope questions to those with responsibility for those areas or to the relevant communications officer in the Libertarian Party; • Provide information in plain language and avoid personal bias; • Check for spelling and grammatical errors; • Be polite, communicate respectfully, and encourage positive, helpful exchanges of information; • Do not provide links to, or information about, sites that contain unlawful, objectionable or inappropriate content; and • Never include your personal phone number, e-mail address or other personal information.

Be Personable

Success with social media requires a personable, conversational style in your online interactions. This approach will help you build productive relationships, manage our Party's reputation and help you become a valued and proactive contributor to online conversations and communities. Draw on your experience to tell stories and anecdotes that illuminate your ideas and use an authentic voice to help people connect to the person behind the keyboard. In doing so, be mindful of the privacy guidelines and information collection and disclosure guidelines outlined in this document to avoid compromises of your own or others' privacy.

Be Relevant

Provide information that is timely and useful for your audience. Work thoughtfully to create conversations that are productive, and be responsive to questions and feedback that comes in.

Plan Ahead

Keep the conversation going by developing a content calendar to plan what you want to share and when. Regular timing of posts can be helpful for increasing a following and keeping them engaged and focus on quality content. Whatever schedule you decide on – twice a week, once a day, multiple times each day – an editorial calendar can help you strategize the content you want to create for each platform and when you want to share it. Consider the timeliness of your content and ways you might tie-in to public events, seasons, occasions and topical themes. Just as important as knowing when to share content is knowing when it is not the right time. For example, during large breaking news events adjusting your content plans may avoid appearing insensitive or out of touch.

Prioritize Service

A constituent centered approach includes responding to all public questions and comments promptly, creating content based on what the audience is looking for or needs further explanation on, and collaborating on content, all done with a focus on whether the public would find the content interesting. With a clear priority around constituent service,

Manage Issues Wisely

Social media is a helpful way for libertarian employees and qualified volunteers as well as our general constituent to be made aware of emerging issues. Sometimes issues can be identified as they begin to unfold on our social media profiles, and at other times issues may be directed specifically at them. It is important to work closely with party employees the chair and LNC when this happens, so you can respond to issues appropriately.

Monitor Regularly

Constituents see social media as a way to directly access information and people quickly. Frequent content updates and prompt, helpful responses to inquiries can go a long way in building trust with followers. Be sure to check in with your social media profiles frequently to check on new activity, provide follow up to comments and identify emerging issues.