

## LWVSFC 2023-24 PR and Communications Annual Report

Submitted by Stephanie Schlanger

PR and Communications has had a busy year, with most of our efforts devoted to the November 2023 Regular Local Election and the upcoming 2024 Primary Election. In addition, we have mentored a student intern from Santa Fe Prep, a local high school.

**The Website:** We are contracting with a local website hosting service, Studio X, to move our website from Weebly, and redesign and upgrade our website. See the Administrative Report for details.

We have kept the website up to date with events and election information as needed.

**Social Media:** We continue to use Facebook (8 plus followers), X (400 plus followers) and Instagram (200 plus followers) to advertise our activities and grow our presence in the community. We are following and being followed by more and more local and state organizations. We were particularly active on social media during the primary and general elections, promoting voting and voter information, including VOTE 411. Board Members have been sharing announcements about the elections and voter information on their local NextDoor accounts, which has been getting a lot of notice from local. We are hoping to start a YouTube channel this year.

Social media is starting to account for a bigger and bigger part of our PR activities. Kelly Davis has written a proposal for a grant to contract with an expert to manage our social media and website. See the Voter Services report for details.

**Vote411:** With Kelly Davis and Sally Sabo, managed the VOTE411 database for the November 2023 Regular Local Election and the upcoming 2024 Primary Election.

**Election Support:** Managed the publication of voter guides in *The Santa Fe New Mexican* for the 2023 Regular Local Election and the upcoming 2024 Primary Election.

**Student Internship:**

Our intern, Olivia Tanner, has participated in a variety of activities, including voter registration, candidate forums, election canvassing, advocating at the Legislature, acting as an observer for Action and Advocacy, and posting on social media. She's gotten a good picture of League activities overall. We hope she will continue to be involved with the League of Women Voters after graduating from high school.