

PT Comms Manifesto:

Pastel orange background.

Top right - picture of me with Pride makeup on from YL Pride 2020

Pink banners from the top left hand side read "Aleisha Stansfield for YL Comms Officer. If elected I will..."

Semi-opaque text box reads:

- Keep up the fab work on the monthly bulletin and social media

The comms team this year have done a great job. If it ain't broke, don't fix it!

- Promote YL within the party

When you count up all the blogs, the podcasts, the Facebook groups, and the email lists, the Liberal Democrat media landscape is surprisingly big. We need to make the most of it, and get the word out about all the fab work YL gets up to. It will improve our reputation in the party, and widen our presence so members know what we do and where to find us.

- Develop a diversity comms strategy

Our internal and external comms have great potential to recruit and engage a more diverse range of members. This must be one of YL's top priorities.

- Make the most of comms committee

I will give comms committee the resources, support and confidence they need to both develop themselves as members and maximise our comms capacity.

- Provide media and comms training

The vast majority of YL members grew up on the internet, so the generic digital campaigns & comms training isn't always suitable. In collaboration with the Membership and Branch Development Officer I will work to provide digital training that works for you. We also need to work on developing comms training outside of digital - regional and local media training in particular could come in really useful, as could sessions on copywriting and public speaking.

- Create a bank of comms resources

When I was a branch chair and a campaign organiser, comms took up a huge amount of time. But it's vital if you're going to grow, activate and retain your membership. I will create a bank of comms resources for YL members, so quality comms will only be a few clicks away.

Boxes to the right of this text box are coloured in a gradient from orange to pink. Text in the boxes reads

"Member since 2017

Work in member comms at HQ

Study Politics, Media and Comms

Experience using Affinity

Confident copywriter

Sat on YL Comms Committee

Former Campaign Organiser

Helped run the EYL Twitter as Vice Chair

Have contributed on Newsnight and QuestionTime

Guest on Ian Dale's LBC show during 2019 GE

Former YL branch and uni society chair"

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