

# Sophie

For Communications Committee



## Who am I?

I'm an Events officer for my university's Lib Dem society. On top of organising debates and dabbling in graphic design, I've taken over our branch's instagram and grown our following by over a third (we are now in the low hundreds). Outside of liberalism, I study History and Politics and enjoy writing and drawing.

## Why am I Running?

I joined the Liberal Democrats back in February after a whirlwind romance with my university society. Although this makes me a bit of a baby liberal by YL standards, it made me aware of the brilliance of what branches can do. At the start of the year I was merely a Lib Dem voter with a liking for Nick Clegg- now here I am, having set up a liberal dating service (don't ask) and running in an election for YL. My branch was crucial for me becoming involved and I want other people to have the same experience.



## Growing our branches

If we want to win the youth vote we need to grow and strengthen our branches. I want to meet with every Communications officer at each branch to set out a plan on how to attract new members, and to support them with graphics and branch branding. This push shouldn't stop with pre-existing societies- there are 143 universities in the UK and we only have registered branches in 62 of them. The figure for colleges is even worse. I want to help launch a social media campaign to identify people who might set up new liberal societies and spread the word as far as possible.

## My Action Plan

1. Set up meetings with the Comms officer of every YL branch.
2. Launch a social media campaign to recruit new members and set up new societies.
3. Support the Comms officer in making creative new media content to show YL at its best.

VOTE:  
**Sophie  
West**

For Communications  
Committee

