

Plain Text Manifesto:

My Aims

- To reenergise the Young Liberals' brand design. I wish to support the Communications Officer in creating a clear set of updated visual brand identity guidelines to support our members in producing visually cohesive and on-brand digital content. Additionally, I would want to support YL in continuing to provide useful design elements and templates through our Google Drive.
- We must focus on distributing regular, quality, engaging content through our social media channels, that furthers the aims of our organisation. A priority should be given to promoting our policies in a means that will have online cut-through on our social channels.
- Not all social media platforms are created equal. We must utilise each social media platform in their best way. For example, using Instagram Stories for 'on the ground' campaigning updates and 24-hour 'take-overs'. Using Twitter to encourage engagement and debate, by promoting YL policies in conversational, blog-like threads; perhaps this could become a weekly thread, rotating through executive members where they can discuss a current topic of particular interest or relation to them, related to YL policy.

Why Me?

- I have extensive graphic design experience, and have been working as a freelancer for just under a year now. Earlier this year, I worked on a project with a Democratic House Primary candidate, with whom I created a full campaign brand: this included a logo system, social media design guidelines, and printed campaign literature.

My Background

- I am (imminently turning) 17 and am currently a Sixth Form student in Year 12, studying German, Spanish and History.
- I joined the Liberal Democrats at the beginning of 2020, when I was 14 years old. One of the first actions I took as a member was to join the Vote Layla leadership campaign, where I played a small role in the team producing the endorsement graphics found on Layla's social platforms.