



Using Social Media to Engage and Educate Members

Jeff Pabst, CRC
Education & Outreach Coordinator



Socialnomics



So, you have a social media presence...now what?

What are you trying
to accomplish?



Strategic Content Statement:

Use social media and blog to drive people to LAGERS' web site and to external content that supports our business objectives.



So, you have a social media presence...now what?

Who is listening to
your social media
channels?



LAGERS Members

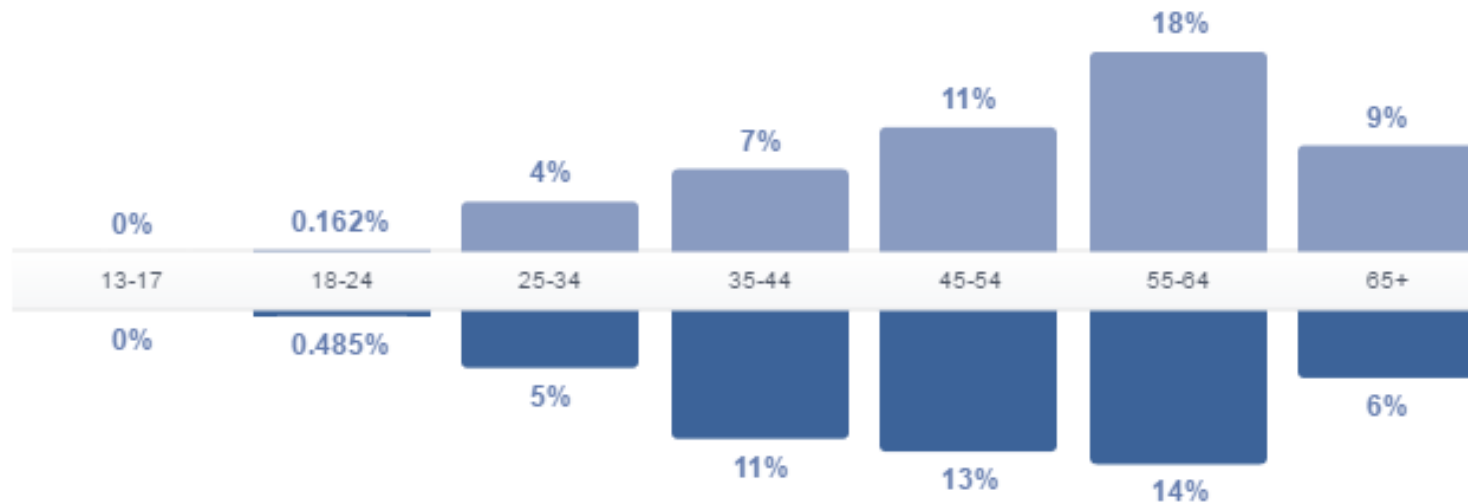
The people who like your Page

Women

■ **50%**
Your Fans

Men

■ **49%**
Your Fans



So, you have a social media presence...now what?

Do you have a
process in place?



Developing Your Plan

- Identify your Audiences
 - Members
 - Retirees
 - Legislators
 - Taxpayers
 - Local Policy Makers
 - Reporters
- Create Personas
 - Who are you talking to?



Developing Your Plan

- Set Goals

- The Purpose of our Facebook page is _____
- The Purpose of our Blog is _____

- Set Rules

- Who is allowed to post?
- Who is responsible to review all posts?
- What types of content are off limits?
- How often will we post?



Developing Your Plan

Channels Types	Objectives	Target Audience	Goals
Website	Thought Leadership, Educate, Prospecting, Take Action, SEO	All	1. Increase visits 2. Lead Generation
E-mail	Thought Leadership, Educate, Prospecting, Take Action	Members, Employers, Retirees, Local Government Workers	1. Maintain above-avg. open rates 2. Maintain above-avg. click rates
Facebook	Education, Thought Leadership, Social Engagement, Take Action	Members, Retirees, Local Government Workers	1. Increase followers 2. Extend Reach 3. Increase Engagement
Twitter	Education, Thought Leadership, Social Engagement	Media, Local Government employers, Industry Experts, Policymakers	1. Increase followers 2. Extend Reach 3. Increase Engagement
LinkedIn	Education, Thought Leadership, Social Engagement	Industry Experts, Members, General Public	1. Increase followers 2. Extend Reach
Google+	SEO	Members, Retirees, Local Government Workers	Increase Website Traffic
Vimeo	Education, Thought Leadership	All depending on video	1. Increase Views
YouTube	Education, SEO, Thought Leadership	All depending on video	1. Improve Seo
Laggers Bloggers	SEO, Education, Thought Leadership, Prospecting	All depending on content	1. Increase Views 2. Referrals to website

Posting Tips

- News about your organization
- Benefit and Educational Information
 - Some related, some not.
 - Includes, blog posts, video, infographics, pictures
- Information about who you serve
- Events
- Share articles, research, blogs
- Live Posts
 - Photos & Live video from events




Posting Tips

80/20 Rule

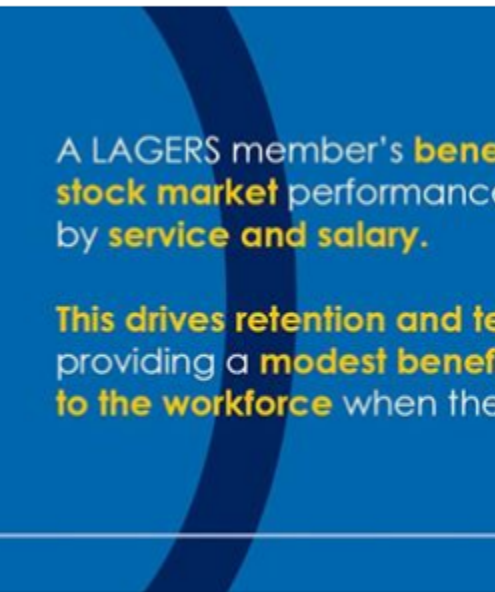
According to Content Marketing Experts, 80% of your posts should NOT be directly related to or promoting your organization.



Posting Tips: Educating Your Members

**Missouri Local Government Employees Retirement System**
Published by Hootsuite [?] · May 18 ·


The only way a member's benefit increases is through the performance of the stock market. No tricks to it. <http://ow.ly/Hedm30>




575 people reached


Harold Sterne, Jeffrey Eugene Pabst and 4 others

Like Comment Share

**Missouri Local Government Employees Retirement System**
Published by Hootsuite [?] · May 19 at 4:00pm ·

**Missouri Local Government Employees Retirement System**
Published by Hootsuite [?] · May 17 at 9:40am ·

Want to know more about LAGERS Application Process & Payment Options? Check out today's webinar! <http://ow.ly/1dNb30bzgTW>



LAGERS Application Process & Payment Options

This session is great for LAGERS members who are nearing retirement. Join us for an overview of the retirement process and a detailed discussion of...


ATTENDEE.GOTOWEBINAR.COM

262 people reached

Craig Butenhoff, Dan Lang and 2 others

1 Share

Like Comment Share

**Missouri Local Government Employees Retirement System**
Published by Hootsuite [?] · April 27 ·

Retirement articles Elizabeth wants you to read this month. [http://ow.ly/1dNb30bzgTW](#)

April Article Roundup


If you don't read any other retirement articles this month, you at least need to read this. According to GOBankingRates survey, nearly 40% of...

LAGERSBLOGGERS.ORG

Boost Unavailable

Craig Butenhoff and Jay Kruger

Share



Posting Tips: Educating Your Members



Jason Simpson, Fire Captain
City of Webster Groves



Missouri Local Government Employees Retirement System: Employer Spotlight, Webster Groves

In our newest video, City officials and employees of Webster Groves talk about what it's like to switch from a DC plan to LAGERS defined benefit plan.

8:49 · Uploaded on 07/26/2017 · Owned · Appears Once



Missouri Government Employees Retirement System: Benefits Service

Living component of your LAGERS benefit - Credited Service!

5 · Owned · Appears Once



Posting Tips: Blogging Educating Your Members

LAGERS BLOGGERS

APR 18 2017

LEAVE A COMMENT

EMPLOYERS, MEMBERS

EDIT

SINGLE? YOU HAVE OF

A retirement resource for Missouri's local government employees.



When presenting at a Pre-Retirement Seminar, many of the attendees ask me questions about what their spouse will receive from LAGERS once they pass away. There are a couple of options that



Posting Tips:

Be IN the Moment

Post Details



Missouri Local Government Employees Retirement System

Published by [Hootsuite](#) [?] · May 1 at 3:04pm · 🌐

Grateful for all of the first responders and local government workers across the state helping our communities recover from this weekend's flooding. West Plains was just one of our member employers hit hard by the storms. <http://ow.ly/SpIJ30bkQDn>



West Plains Damaged by Storms

WEST PLAINS, Mo.— Every out of place bike, dislodged yard ornament or stranded car tells a story of loss for a member of the West Plains community.

OZARKSFIRST.COM

1,355 people reached

[Boost Unavailable](#)

[Like](#) [Wow](#) Claire Scoville, Corbin Allred and 6 others

3 Shares

[Like](#) [Comment](#) [Share](#)

Reported stats may be delayed from what appears on posts

1,355 People Reached

32 Reactions, Comments & Shares

14 Like	7 On Post	7 On Shares
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2 Wow	0 On Post	2 On Shares
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6 Sad	1 On Post	5 On Shares
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0 Comments	0 On Post	0 On Shares
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10 Shares	3 On Post	7 On Shares
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87 Post Clicks

0 Photo Views	64 Link Clicks	23 Other Clicks i
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Posting Tips: Share Your Members Stories



Missouri Local Government Employees Retirement System

🙏 feeling thankful.

Published by Angela Lechtenberg [?] · April 27 · 🌐

Thankful for our members like Charles Jones, Fire Chief at the City of Caruthersville. He has 47 years of service! Amazing dedication. We met him today at our pre-retirement seminar in Cape Girardeau.



617 people reached

📌 Boost Unavailable

Missouri Local Government Employees Retirement System

Why Public Service



Dave Garth, Facility Supervisor
City of Webster Groves



Missouri Local Government Employees Retirement System: Why Public Service: Dave Garth

"For every hour I spend working, I am enhancing people's leisure time..." Thanks Dave for your #dedication to your #community. #molocalgov

2:00 · Uploaded on 05/03/2017 · View Permalink

Posting Tips:

And YES, it's OK to be Funny



What if someone posts a negative comment?

- What a great opportunity to respond positively!
- Vulgar or other inappropriate comments should be deleted immediately



Putting Your Plan Into Action

- Create a simple Editorial Calendar
 - Helps to organize ideas, posts, themes
 - Ensures regular, consistent posting

2017 EDITORIAL CALENDAR

	Content Type	Channel	Landing Page	Time of Day	Owner
	3 legged stool video post	blog	video	afternoon	AL
	Independence PRS	FB/T/LI	image	morning	
Friday, Jun, 09	#ICYMI: Blog re-share	FB/T/LI	blog	late morning	AL
Saturday, Jun, 10	Retirement infographic	FB/T	image infographic	mid morning	EA
Sunday, Jun, 11	Fun article share	FB/T	link	mid morning	JK
Week of June 12					
Monday, Jun, 12	Video Re-share, choice	FB/T/LI	Video	Morning	JP
Tuesday, Jun, 13	Blog - Benefits related "Back by popular demand" -??	FB/T/LI	blog	mid morning	EA
	Blog Social Post	FB/T/LI	blog link	mid morning	EA
Wednesday, Jun, 14	Disability webinar plug	FB/T/LI	events page	morning	JP
Thursday, Jun, 15	Keith Retirement Reception pic	FB/T/LI	image	afternoon	JK
	Video re-share blog - choice	blog/FB/T/LI	video	mid day	AL

Use Free Tools!



Social Media Dashboard

edule x Listening x Constant Contact x +
+ Add Stream + Add Social Network

My Tweets MissouriLAGERS

Missouri LAGERS @MissouriLAGERS
1 day ago
Check our website news page for more info -
"LAGERS Executive Director Announces
Retirement" ow.ly/GLdR30cagga

Missouri LAGERS @MissouriLAGERS
1 day ago
Check out these articles about retirement!
ow.ly/7sq830c9w1n

Missouri LAGERS @MissouriLAGERS
4 days ago
How our employers feel about us!

Providing a good retirement option [like
LAGERS] will attract good employees and
hopefully retain them as well."

- Barb Shupe, Grand River
Ambulance, New LAGERS Employer

Missouri LAGERS @MissouriLAGERS
5 days ago

MI: Here's how the 2017 legislative session
ended up. ow.ly/LvSi30c2N2U

Missouri LAGERS @MissouriLAGERS
6 days ago

Timeline Missouri Local ...

Missouri Local Government Employees
Retirement System
1 day ago
Check our website news page for more info -
"LAGERS Executive Director Announces
Retirement" <http://ow.ly/GLdR30cagga>



LAGERS News - Hughes Retirement
ow.ly

8 likes 3 comments

Write a comment...

Darlene Wallis Congratulations, Keith!! Happy for you. 16h

Steve Grote I wish you all the best during your retirement Keith! Thank you for all that you have done during your career to insure a good retirement for us!! 18h

Sue Bielecki Congrats Keith! You'll love it! 19h

Missouri Local Government Employees
Retirement System
1 day ago

Check out these articles about retirement!
<http://ow.ly/7sq830c9w1n>

Company Updates Misso...

Missouri Local Government Employees Retirement System
May 30, 2:55pm via Hootsuite
Check our website news page for more info - "LAGERS Executive Director Announces Retirement" <http://ow.ly/GLdR30cagga>



LAGERS News - Hughes Retirement
ow.ly

1 like

Missouri Local Government Employees Retirement System

May 30, 10:25am via Hootsuite

Check out these articles about retirement! <http://ow.ly/7sq830c9w1n>



May Article Round-Up
ow.ly

1 like

Scheduled MissouriLAGERS

Jeff Kempker scheduled
@MissouriLAGERS
Tomorrow at 3:55pm
Got a minute? Learn about your retirement plan!
<http://ow.ly/gsjc30c9rgL>



LAGERS in One Minute
ow.ly

Jeff Kempker scheduled

Jeff Kempker scheduled
@MissouriLAGERS
Jun 2 at 10:30am

#ICYMI Here's Jeff's recap of his favorite retirement articles in May.
<http://ow.ly/F45Q30c9wlh>



May Article Round-Up
ow.ly

Scheduled Missouri Loc...

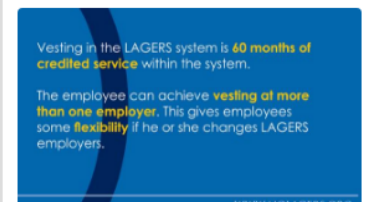
Jeff Kempker scheduled
Missouri Local Government Employees Retirement System
Today at 4:20pm
Oh, that's too bad... :) A little hump day humor for ya!



Jeff Kempker scheduled

Missouri Local Government Employees Retirement System
Tomorrow at 10:45am

To become vested in LAGERS, you must reach 60 months of credited service in the LAGERS system, with any LAGERS employer.



Jeff Kempker scheduled


















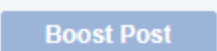











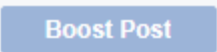











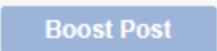






Use Free Tools!

Free tools can help to archive social media posts, comments, conversations



Reviewing Your Plan

- Use Analytics

10/10/2017 6:00 pm		Devastating pics of the fires in C A and the first responders' efforts			756		6 2		
10/10/2017 7:16 am		Are You Planning to Work Until You Die? https://hubs.ly/H08Srcv0			1.2K		13 2		
10/09/2017 6:44 am		What are the qualifications for purchasing service under LAGERS?			1.6K		13 3		
10/07/2017 10:30 am		Too nervous to pop the question? Ask a giraffe to do it for you! Dick			583		1 0		
10/06/2017 10:55 am		After the birth of LAGERS, enthusiasm & growth surrounding the s			348		4 4		
10/06/2017 10:25 am		Stay safe online with these tips			226		0 0		
10/05/2017 7:15 am		Applying For Your Benefit is Easier Than You Think https://hubs.ly/			315		4 2		
10/04/2017 12:15 pm		myLAGERS is now mobile friendly! Access your benefit info from a			441		10 8		



Reviewing Your Plan

- Use Analytics



How to Increase Followers

- Follow other organizations, reporters, pension plans
- Promote social media sites
 - Email Signatures
 - Web Site – Home Page
 - Printed Publications
 - Speaking Engagements
- Like / Follow / Share Ads
 - Moving in this direction



Do we need a social media policy?

- For external users policy should include
 - What users can expect
 - When/how you will respond to messages
 - Types of comments that are not allowed and will be removed
 - When someone will be banned from site
- May also want internal staff policy



Takeaways

- Social Media can be a great way to get information out and to engage members
- Have a plan & commit to it
- Use free tools to help you

