




# USING SOCIAL MEDIA TO COMMUNICATE WITH YOUR MEMBERS

Dearld Snider, Assistant Executive Director, PSRS/PEERS of Missouri



# Today's Topics

- What is Social Media?
  - Why consider it as a communication tool?
  - How have some retirement systems used social media?
  - What discussions and concerns will you encounter?
  - Speaking of low cost communication
  - Public Pension Communicators Forum
  - New York State Teachers' Retirement
- 



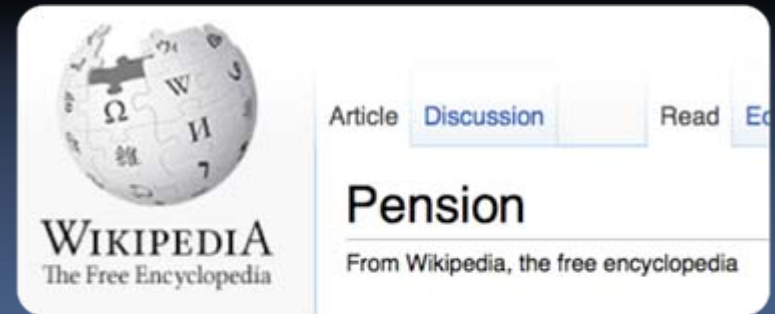
# What is Social Media?

Noun

**social media** (*plural only*)

Interactive forms of media that allow users to interact with and publish to each other, generally by means of the Internet

# What is Social Media?



# Why consider it as a communication tool?

- “Traditional” news media no longer owns information distribution
- Newspaper Industry Losing Ground
  - “The math is really tough,” given rapidly dwindling advertising base.
  - Newspapers long were “the only game in town” for getting out information as well as ads. With the rise of the internet, that is no longer the case.
  - “It blows your mind how fast the newspaper industry is losing ground.”

# Why consider it as a communication tool?

- Others are talking about you
- Join the conversation
- Educate
- Humanize and personalize
- Monitor
- Respond, correct the record



# Why consider it as a communication tool?

## Where Do People Get Information?

- Wall Street Journal 2,092,523 print readers
- FOX News 2.32m prime time viewers
- CNN 690k prime time viewers
- Facebook 400m global users
- Twitter 114m users

60m tweets a day



facebook

twitter



5

# Why consider it as a communication tool?

## Social Networking Site Profiles

### US Internet Users Who Currently Maintain a Social Networking Site Profile, by Generation, 2007-2009 (% of respondents)

	2007	2008	2009
Millennials (14-26)	71%	76%	77%
Generation X (27-43)	51%	57%	61%
Boomers (44-62)	30%	31%	46%
Matures (63-75)	10%	14%	36%
<b>Total (14-75)</b>	<b>45%</b>	<b>48%</b>	<b>57%</b>

Source: Deloitte, "State of the Media Democracy Fourth Edition: Select U.S. Highlights," provided to eMarketer, December 15, 2009


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www.eMarketer.com




# How have some retirement systems used social media?

- Topics may include:
  - News articles on your web site
  - Investment issues
  - Deadlines
  - Fun facts
  - Seminars or educational opportunities
  - Benefit descriptions
  - Respond to rumors
  - Board actions
  - Legislation
  - Community Service
  - Surveys
  - Job openings
  - Office closures



# How have some retirement systems used social media?

- What is the objective?
    - Meet the members where they are – go to them instead of making them find us
    - Humanize your organization
    - Recognizes how different people seek information in different ways
- 

# How have some retirement systems used social media?

The screenshot shows the CalPERS Responds website. At the top left is the CalPERS Responds logo. To the right is a navigation menu with links for Home, Contact Us, and Site Map. Below the logo is a main navigation bar with links for Pension Security, Pension Financing, National Health Care Reform, and Investments. A large grey box contains a welcome message: "Welcome to CalPERS Responds. This site is intended to educate—and separate fact from fiction—about issues and our response related to pensions, investments, and national health care reform. CalPERS is working hard to ensure the retirement and health security of our members, provide help to our employers, and manage our investments to meet our long-term liabilities. We hope this information provides education, insight, and clarity." Below this are four colored buttons: Pension Security (green), Pension Financing (red), Investments (orange), and National Health Care Reform (blue). On the left side, there is a "Latest News:" section with three articles: "September 21, 2010 CalPERS Responds to Associated Press Investigative Story on Investment Compensation", "September 3, 2010 CIO Joe Dear on Cleaning Up CalPERS", and "August 18, 2010 CalPERS Tackles Issues Raised by City of Bell Salary Controversy". Each article has a "Read More" link. Below the buttons, there are four content boxes: Pension Security (green), Pension Financing (red), Investments (orange), and National Health Care Reform (blue). Each box contains a brief description of the topic and links for "Myths vs. Facts", "Issues Update", and "Insight".

CalPERS Responds | National Health Care - Investme...  
Home | Contact Us | Site Map

**CalPERS Responds**

Pension Security Pension Financing National Health Care Reform Investments

Welcome to CalPERS Responds. This site is intended to educate—and separate fact from fiction—about issues and our response related to pensions, investments, and national health care reform.

CalPERS is working hard to ensure the retirement and health security of our members, provide help to our employers, and manage our investments to meet our long-term liabilities. We hope this information provides education, insight, and clarity.

**Latest News:**

September 21, 2010  
**CalPERS Responds to Associated Press Investigative Story on Investment Compensation**  
[Read More](#)

September 3, 2010  
**CIO Joe Dear on Cleaning Up CalPERS**  
[Read More](#)

August 18, 2010  
**CalPERS Tackles Issues Raised by City of Bell Salary Controversy**  
[Read More](#)

August 16, 2010  
**CalPERS, Others Seek to Shape SEC Proxy Access Rules**  
[Read More](#)

**Pension Security**

CalPERS administers retirement benefits for 1.8 million active and retired State, school, and public agency employees and their families. We have sufficient assets to pay retirement benefits now and into the future.

[Myths vs. Facts](#) | [Issues Update](#) | [Insight](#)

**Pension Financing**

**NEW** CalPERS is undergoing a review of its asset allocation and assumed investment rate of return—two important factors that contribute to the ability to properly finance long-term pensions.

[Myths vs. Facts](#) | [Issues Update](#) | [Insight](#)

**Investments**

CalPERS has a good investment track record and has earned positive returns in 20 of the last 25 years. Learn more about our disciplined and proactive investment approach.

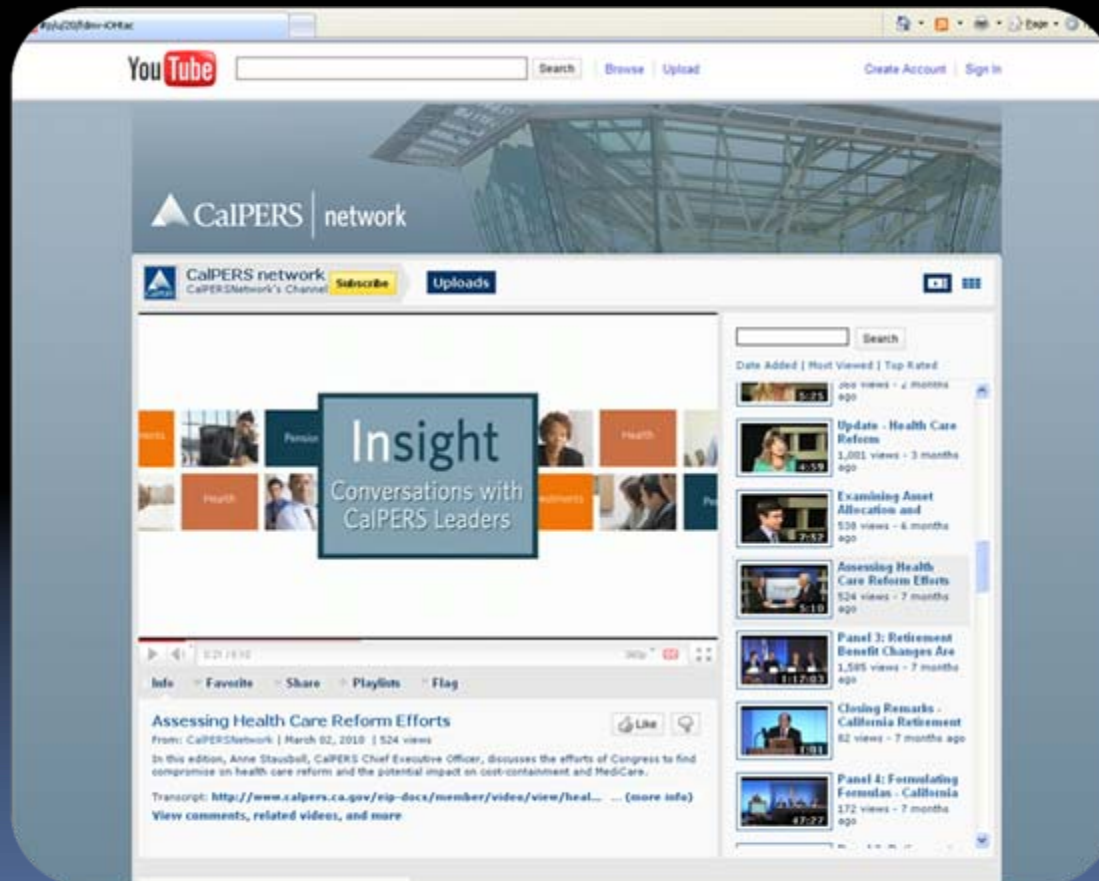
[Myths vs. Facts](#) | [Issues Update](#) | [Insight](#)

**National Health Care Reform**

To fix the national health care system, we must find innovative means to constrain costs, increase value, and improve quality and efficiency.

[Myths vs. Facts](#) | [Issues Update](#) | [Insight](#)

# How have some retirement systems used social media?



# How have some retirement systems used social media?

- Our Story: PSRS/PEERS of Missouri
  - No
  - Yes
  - No
  - Maybe
  - I guess so



# How have some retirement systems used social media?

The image shows a screenshot of a Facebook page for the "Public School & Education Employee Retirement Systems of Missouri". The page features a large blue "R" logo and a navigation bar with "Wall", "Info", "Photos", and "Links". The main content area displays several posts from the organization, each starting with the "R" logo and followed by text updates. The posts include announcements about mailing Member Statements, investment returns (7.9% for the quarter ended 9/30/10), new member statistics (5,253 PSRS and 6,018 PEERS for the 2009-2010 school year), and a review by Sarah Otto, Benefits Counselor. The right sidebar contains advertisements for "Government Auctions" and "See your public record". The left sidebar includes a "Suggest to Friends" button, a "Subscribe via SMS" button, and an "Information" section with contact details for the organization.

facebook | Public School & Education Employee Retire...

facebook Search Home Profile Account

**Public School & Education Employee Retirement Systems of Missouri** Watch your mailbox! This week we will begin mailing Member Statements to all active members of PSRS/PEERS. 5 hours ago

Wall Info Photos Links

**Public School & Education Employee Retirement Systems of Missouri**  
Watch your mailbox! This week we will begin mailing Member Statements to all active members of PSRS/PEERS.  
5 hours ago · Comment · Like · Share

Steve Schelman likes this.  
Write a comment...

**Public School & Education Employee Retirement Systems of Missouri**  
PSRS/PEERS returned 7.9% on its investments for the quarter ended 9/30/10.  
Friday at 10:46am · Comment · Like · Share

3 people like this.  
Write a comment...

**Public School & Education Employee Retirement Systems of Missouri**  
Fast fact: 5,253 (PSRS) and 6,018 (PEERS) new members joined our system for the 2009-2010 school year.  
September 29 at 7:47am · Comment · Like · Share

Steve Schelman likes this.  
Write a comment...

**Public School & Education Employee Retirement Systems of Missouri**  
Sarah Otto, Benefits Counselor, reviews the basics of reinstating or purchasing credit. <http://tinyurl.com/23kvjvm>  
September 27 at 7:45am · Comment · Like · Share

**Public School & Education Employee Retirement Systems of Missouri**  
Fast fact: 3,633 (PSRS) and 1,067 (PEERS) members attended a pre-retirement

Create an Ad

**Government Auctions**  
swipeauctions.com

Every day the government confiscates thousands of items. Ever wonder where it goes? It's sold at government auctions for up to 90% off!

**See your public record**  
searchmylife.com

Enter your name to see publicly available information from public records and the web with MyLife

More Ads

Suggest to Friends  
Subscribe via SMS

PSRS/PEERS provide services to more than 130,000 active & 63,000 retired MO public school teachers, school employees, and their families.

**Information**


Location:  
2210 West Truman Blvd.  
Jefferson City, MO, 65109

Phone:  
(800) 392-6848


Mon - Fri:  
7:30 am - 5:00 pm

**7 Friends Like This**  
6 of 7 Friends See All

Myra Ferguson Patti Hutcraft Mark O'Dell

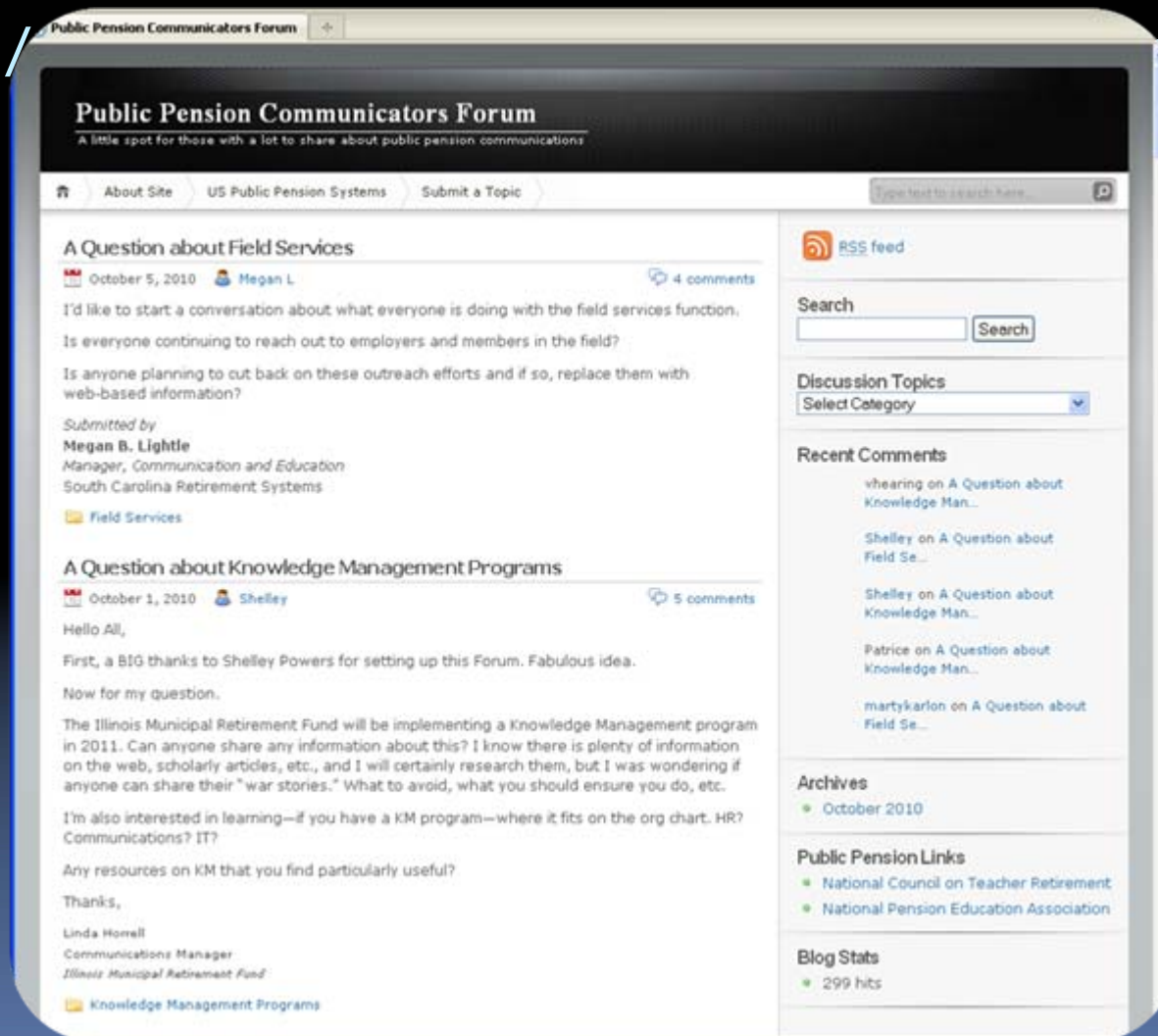


# What discussions and concerns will you encounter?

- We don't have time for this?
  - What if someone says something bad about us?
  - We don't have anything interesting to say?
  - We don't allow social networking at our office?
  - We probably won't have too many "followers."
  - I think social media is a waste of time!
- 

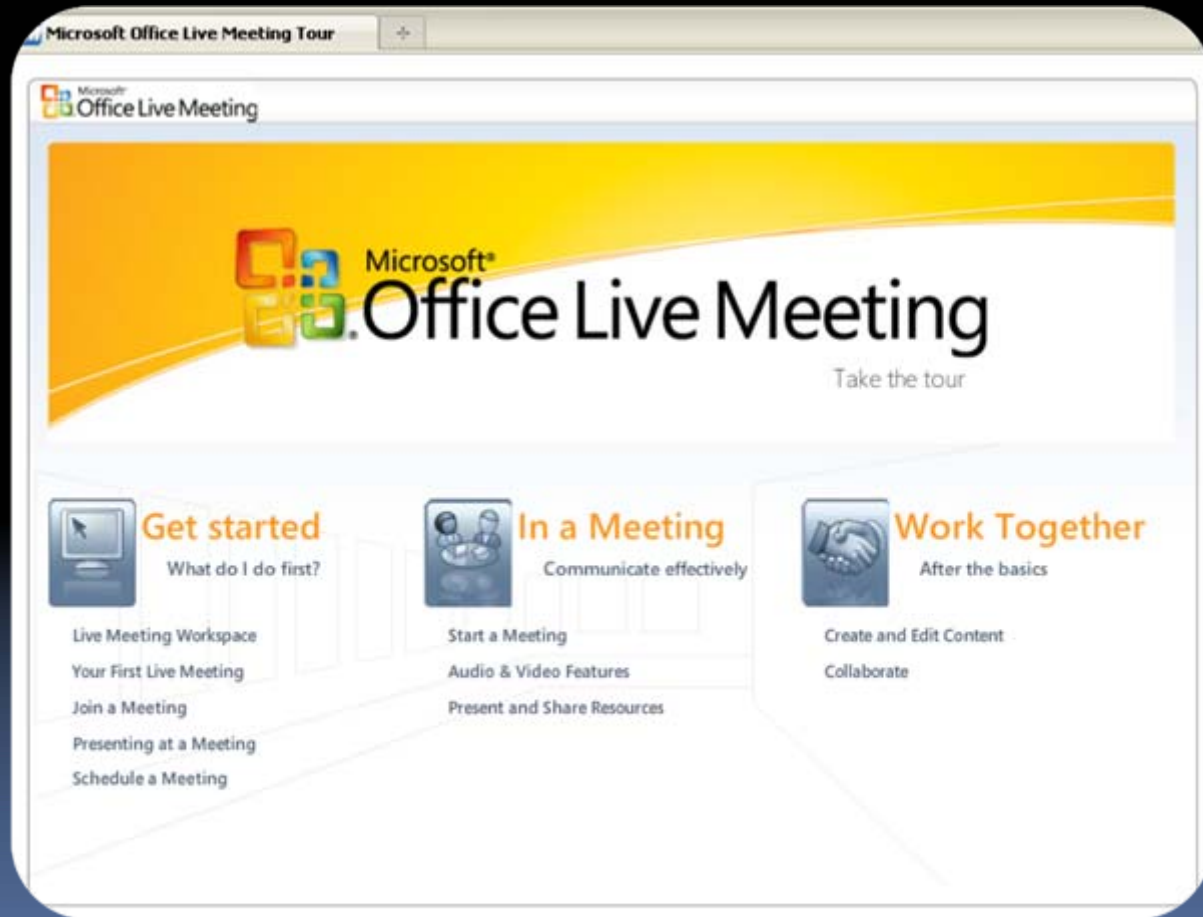
# Public Pension Communicators Forum:


http://





# Bonus: Speaking of low cost ways to communicate





# Q & A

## USING SOCIAL MEDIA TO COMMUNICATE WITH YOUR MEMBERS

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