

South Carolina
PUBLIC EMPLOYEE BENEFIT AUTHORITY

PEBA

Social Media: Making the Case with Your Leadership

NPEA Conference

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Failure to Launch

- Our first attempt to get leadership's approval in early 2010 was overwhelmingly denied.
- Our second attempt in mid-2010 was met with less skepticism but still denied.
- Our third attempt in late-2010 was successful.

Lessons Learned

- None of our management team members had ever used Facebook or Twitter.
- No matter how much or little information, sample pages, etc., we provided, they were skeptical and worried.
- We needed to address their concerns another way.

We Sold Ourselves, not the Medium

- We knew that our leadership team trusted us to do all other aspects of our jobs.
- We asked them if they trusted us to do our jobs.
- We asked them to trust us to use social media just as responsibly and professionally as we handled all the other aspects of our jobs.
- They said yes.

Houston, We Have a “Go!”

- S.C. Retirement Systems began using social media in January 2011 with Facebook and Twitter pages – no commenting allowed
- Weekly posts, mostly retirement benefits related
- Occasional posts about holidays and other special observances

So, where to begin?

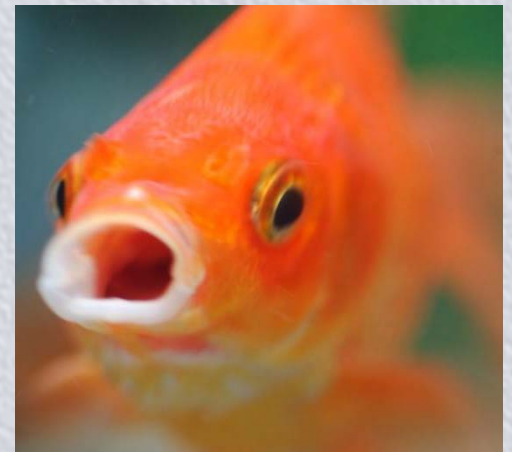
- First, talk to the other people at this conference and find out what they did and what they are doing.
- We learned from the other pioneers, especially the Texas systems.
- They willingly let us steal their Facebook policy and adapt it to our needs.

Why use social media?

Average attention span of people in 2000:
12 seconds

Average attention span of people in 2012:
8 seconds

Average attention span of a goldfish:
9 seconds



Why use social media?

- Information Overload Day was October 21, 2013
- Information Overload Research Group was incorporated in June 2008 as an Oregon nonprofit organization
 - *Reducing Information Pollution*
- Provide information bytes with links to more detailed information – user's choice to learn more
- Direct traffic to our informational and transactional websites

Why use social media?

- It's free!
- It is freely available to both your organization and your members.
- You're not going to reach everybody, but you can at least start, even slowly.

Why use social media?

- A number of your members are already using social media
- Other stakeholders, such as taxpayers and the news media, are using social media.
- We're no longer from Mars and Venus.

How PEBA Uses Social Media

- Agency branding and identity campaigns, which included renaming of Facebook and Twitter pages
- Integration of insurance program information into “new” PEBA sites
- Has resulted in more substance and variety

How PEBA Uses Social Media

- Quickly disseminate general information
- Increase understanding of retirement benefits and insurance programs
- Engage stakeholders and encourage two-way dialogue
- Cultivate transparency in how our agency operates and manages benefits

Responsibility for Social Media

- PEBA's Communications staff is responsible for the agency's social media
 - Strategy and planning
 - Creation and delivery of content
 - Monitoring of activity and comments
 - Responding to questions and comments

I Love It When a Plan Comes Together!

- Social Media Strategic Plan
- Social Media Calendar
- Other States
- “Problem” Areas

PEBA's Social Media Experience

- No bad experiences
- Fewer than five posts deleted due to policy violations – all advertisements or solicitations
- Some negative commenting
- Conversations with members

PEBA's Facebook Page

(www.facebook.com/SCPEBA)

- 780 Likes
- Average of 270 viewers per post
- Some member, subscriber engagement



Facebook Engagement



Like · Comment · Share · Edit

Tiffany Ardis-Latimer, Don Sears, Dottie Campbell and 17 others like this.

Top Comments ▾

2 shares



Patty Ann Hendershot so glad to see this picture. I am a breast cancer survivor. Not a full year yet.

Unlike · Reply · 1 · October 25 at 3:42pm



SC Public Employee Benefit Authority

Hi, Patty Ann Hendershot! Thank you for sharing this with us. We're glad to stand together to raise awareness of early detection and are thankful that you are one of the survivors. Hearing from you makes it that much more personal for us all. Best wishes!

Like · October 25 at 3:57pm



Beverly Pournelle Congrats, Patty! I'm a 34 year breast cancer survivor.

Like · October 28 at 4:19pm



SC Public Employee Benefit Authority

Hi, Beverly Pournelle! Congratulations on your 34 years! We appreciate you sharing this with us. Best wishes to you!

Like · Yesterday at 8:23am



Write a reply...



Julie Rowe Awww...look at you all...I miss you gals and guys!

Like · Reply · October 26 at 8:53am



Tiffany Ardis-Latimer Wonderful picture!

Unlike · Reply · 1 · October 25 at 3:56pm via mobile



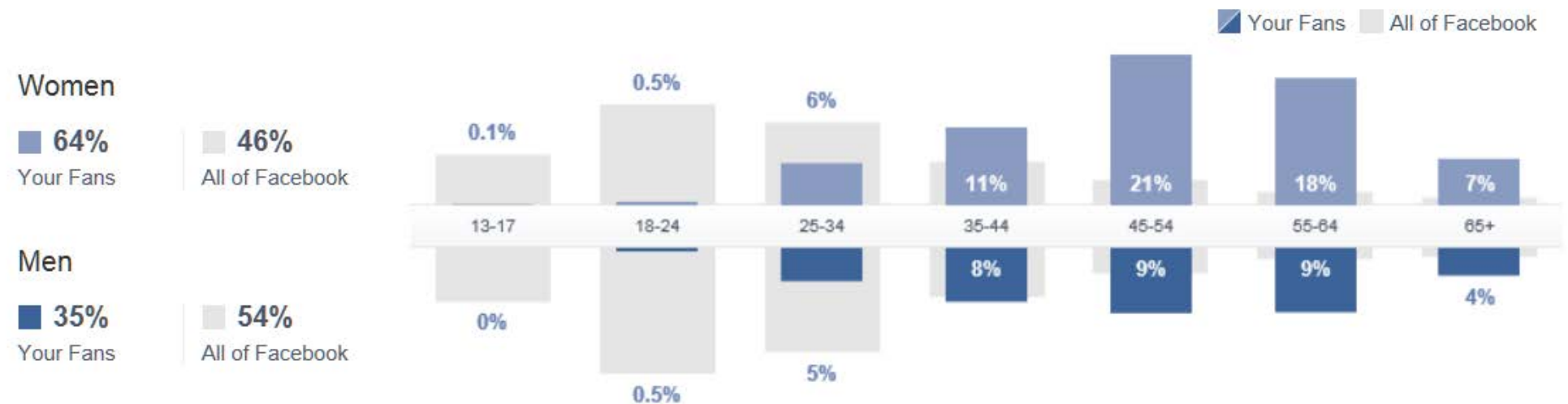
Write a comment...



FB Age and Gender Demographics

Age & Gender

Compare demographics of people who like your Page with the demographics of Facebook's total population.



PEBA's Twitter Page

(twitter.com/scpeba)

- 280 followers
 - Links to website
 - General updates
- We follow:
 - State agencies
 - Pension systems
 - Media
 - Professional organizations

The screenshot shows the Twitter profile for SCPEBA (@scpeba). The profile header includes the SCPEBA logo, the name "SCPEBA", the handle "@scpeba", and a bio: "The S.C. Public Employee Benefit Authority (PEBA) administers and manages the state's employee insurance programs and retirement systems." The location is listed as "Columbia, South Carolina" and the website as "peba.sc.gov". The profile statistics show 429 tweets, 299 following, and 285 followers. The "Tweets" tab is selected, showing three recent tweets. The first tweet is from 3 Oct, asking if users know PEBA's email subscriptions. The second tweet is from 2 Oct, asking for the best way to protect against the flu. The third tweet is from 1 Oct, announcing open enrollment for subscribers covered under a health insurance plan. The "Who to follow" section is also visible, listing VerizonWirelessDeals, Jeff Wilkinson, and Sun Solutions.

Tweets

Following
Followers
Favorites
Lists

Photos and videos

Who to follow · Refresh · View all

VerizonWirelessDeals @VZ...
Follow Promoted

Jeff Wilkinson @wilkinson_Jeff
Follow

Sun Solutions @sunprinting
Follow

Popular accounts · Find friends

SCPEBA @scpeba
The S.C. Public Employee Benefit Authority (PEBA) administers and manages the state's employee insurance programs and retirement systems.
Columbia, South Carolina · peba.sc.gov

429 TWEETS 299 FOLLOWING 285 FOLLOWERS Edit profile

Tweets

SCPEBA @scpeba 3 Oct
Did you know PEBA's email subscriptions allow you to receive the latest news and updates in your inbox? Sign up: 1.usa.gov/hwXkJL.
Expand

SCPEBA @scpeba 2 Oct
What's the best way to protect yourself against getting the flu? For most, a flu shot! Info on upcoming flu season: 1.usa.gov/11Q1bBh.
Expand

SCPEBA @scpeba 1 Oct
Open enrollment for subscribers covered under a health insurance plan administered by PEBA is 10/1-10/31/13. Go to: eip.sc.gov.
Expand

Social Media Challenges

- Member/subscriber engagement
- Two-way conversations
 - It's not so much about the number of "likes"
- Educating PEBA Board members and agency staff about social media and how they can play a part in its content and success
- Expand reach and retain current followers
- Measuring the effectiveness and ROI

Great Tools Right Here

- The best resources are the people attending this conference!
- Get in touch with your counterparts and find out what has worked for them and if they will share their experience with you.
- Release your inner thief and steal from your fellow NPEA associates!

Other Great Tools

- [Social Media in Government: Tools to Improve Agency Operations – A GovLab Study](#)
- State Street Global Advisors – Social Media Starter Kit – A Benefits Communications Guide to Launching a Social Media Campaign (send us your email address and we'll send you the PDF)
- [#CONNECTEDGOV – Engaging Stakeholders in the Digital Age – Booz/Allen/Hamilton Partnership for Public Service](#)

Questions? Contact Us.

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