

About Colorado PERA



- » Covers State, School, Local Government, Judicial workers in Colorado
- » 564,000 members
 - 218,000 active members
 - 232,000 inactive members with accounts
 - 114,000 benefit recipients
- » Established in 1931; most members do not contribute to Social Security
- » Board adopted *Strategic Communications Plan* in August 2012
 - Social Media development component
- » Katie Kaufmanis, Public Information Officer, (POTI)
 - kkaufmanis@copera.org, 303.863.3814
- » Elliot Goldbaum, Ambassador Field Manager (The Dime, FB, Twitter)
 - egoldbaum@copera.org, 303.863.3824

Strategic Communications Plan



Goal

“Develop a community of participants engaged in issues relevant to public employees, their financial security, and ultimately their retirement security.”

Research based multi-channel approach

- » PERA on the Issues Blog
- » The Dime Blog
- » The Dime Facebook page
- » @ColoradoPERA (main-brand) Twitter
- » @theDimeCO Twitter
- » LinkedIn Page

PERA Social Media Platforms



The Dime Colorado
Published by Elliot Goldbaum [?] · October 4 ·

Have you ever tried trail running? Leave your favorite one in the comments.

6 Colorado Trail Running Spots You Need to Try
If you're looking for a fun sport you can do (almost) all season long. Why not try trail running? Here are six of our favorite spots.
THEDIMECOLORADO.COM

83,300 people reached Boost Post

Like Comment Share

Alex Montano, Mershon Ryan and 908 others · Top Comments

234 shares · 89 Comments



11,296 Likes

The Dime Colorado @thedimeCO Following

Bravo, Colorado! Local theater offerings featuring @DenverCenter @BDTstage @FineArtsCenter @adamsstate and more

All the State's a Stage - The Dime
Colorado's local theater offerings are the envy of the mountain west. Find out how you can catch a play (or two) without turning your budget into a tragedy.
thedimecolorado.com

RETWEETS 5 LIKES 3

2:47 PM - 15 Nov 2016



1,841 Followers

Colorado PERA @ColoradoPERA

Happy #ColoradoDay! 140 years old & looking beautiful as ever. We're proud to serve those who serve this great state

RETWEETS 4 LIKES 7

2:52 PM - 1 Aug 2016 from Denver, CO



1,350 Followers



Blog Posts and Newsletters



GOVERNANCE

Determining PERA's Funded Status – Part Art, Part Science

Every year, the actuarial consulting firm retained by the Colorado PERA Board of Trustees performs an actuarial valuation. An actuarial valuation is an estimate of the cost of ...

On November 16, 2016 / By PERA on the Issues



LEGISLATION

2016 Legislative Session Begins – Will PERA Be Discussed?

The Second Regular Session of the Seventieth Colorado General Assembly will convene on January 13, 2016. Democracy is the foundation of our republican form of government. The input ...

On January 11, 2016 / By PERA on the Issues

PERA ON THE ISSUES

WHERE INSIGHT MEETS INNOVATION

8,019 newsletter subscribers

51% average open rate, 16.8% average click rate



Be All That and a Bag of Chips This Holiday Season

December 1, 2016

The Dime

Read more



Why Halloween Is the Perfect Time to Talk Life Insurance

October 27, 2016

The Dime

Read more



The Top Five Biggest Credit Myths for Millennials

September 19, 2016

The Dime

Read more

the Dime

CENTS & SENSIBILITY

3,354 newsletter subscribers

38.3% average open rate, 14% average click rate



Editorial Workgroups



- » Cross-departmental representation
 - Field Education
 - Investments
 - Legal
 - Creative
 - Communications
 - Guest posts from other areas
- » Workgroups meet to discuss editorial calendar and article topics
- » Edit and review process
- » Contract writers are used to help supplement content for The Dime, though staff has provided vast majority of content

Audience



- » POTI targets influential audiences—people who are interested in issues related to public employee pensions and who, in turn, are talking to other people about these issues
 - Media, elected officials, PERA Ambassadors/engaged members, “Talkers”
- » The Dime is designed to engage younger members with non-retirement information ranging from personal finance to lifestyle, travel, and leisure. Facebook channel is exclusively used to promote The Dime, and paid Facebook ads help drive traffic to the site and new likes for the Facebook page
- » @ColoradoPERA – media, elected officials are the primary audience
@theDimeCO – Dime readers, personal finance bloggers, etc.

Content and Frequency



- » **POTI blog** – Three new articles posted every two weeks
- » **The Dime blog** – Three to four new articles every week
- » **The Dime Facebook** – Posts with every new article
- » **@ColoradoPERA** – Tweets for major news events (e.g. CAFR release), tweet promoting all new PERA on the Issues articles as they are posted, member information (e.g. health care open enrollment), and member/Colorado feel-good content. Frequency is daily or more often as needed
- » **@theDimeCO** – Tweets for every new Dime article, occasionally participating in other events like Twitter chats
- » **POTI/The Dime Newsletters** – Biweekly POTI newsletter, weekly Dime newsletter