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
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

11,296 Likes  
1,841 Followers  
1,350 Followers
Blog Posts and Newsletters

8,019 newsletter subscribers
51% average open rate, 16.8% average click rate

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
» 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