



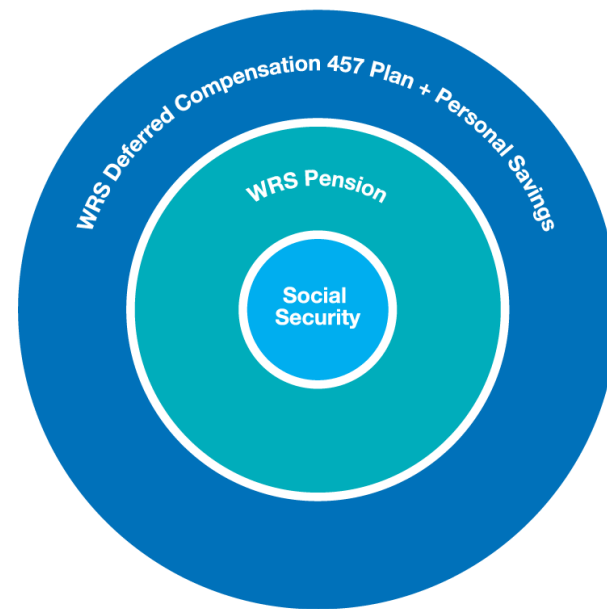
Polly Scott, Communications & 457 Plan Manager

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RETIREMENT SYSTEM

- Assets - \$7.7 billion pension/\$560 million 457 Plan
- Active Members – 42,000
- Retirees – 26,000
- Employers – 700+
- Plans – 8 pensions & 457 plan
- Members in Social Security
- Membership includes all non-federal public employees in Wyoming (almost)



- WRS Facebook page since 2009 – 1,187 friends
 - Member survey found 55% of active members and 52% of retirees have FB account
 - Disseminate WRS publications
 - newsletters, ad hoc posts about statements, etc
 - Regular posts about location of on-site educational seminars
 - One promotional campaign each year for National Retirement Security Week, 3rd week of October
 - Pay to boost posts and this helps build FB following
 - Relatively inexpensive

WRS' Facebook Approach

- FB posts drive reader to website
- Let members respond, but typically no response from WRS is needed
 - WRS respond via message if a member needs a specific answer
- Limited staff time to develop content, which is why we haven't branched out to other social media platforms
 - Interested in learning from other plans about the benefits of other platforms and content shortcuts

National Retirement Security Week

FB Metrics for NRSW Event Oct 16-22	2016	2015
Increases in FB page likes	148	340
FB post engagements	1,605	635
FB post clicks	1,680	660
FB post likes	455	199
FB comments posted	13	13
FB shares	38	53
Subtotal	3,939	1,900
FB post impressions	79,209	44,985

- NAGDCA sponsors the Senate proclamation
- Use the campaign NAGDCA sponsors
- Anticipate for 2017

← → ↻ | nagdca.org/nrsw

Apps | Halogen Software | Constant Contact: Lo | Empower Retirement | State of Wyoming Le | Atlassian Cloud | NAGDCA > Executive | https://www.fi360.com | fi360 | AIF Online Transcript:

YOUR WHOLE STORY 2016

Plan Sponsors
Click here to find everything you need to customize your own campaign.

Plan Participants
Click here to find a collection of our favorite tips that can help you along your retirement savings journey.

NATIONAL RETIREMENT SECURITY WEEK
Sponsored by NAGDCA
The Voice of Public Sector Defined Contribution Plans

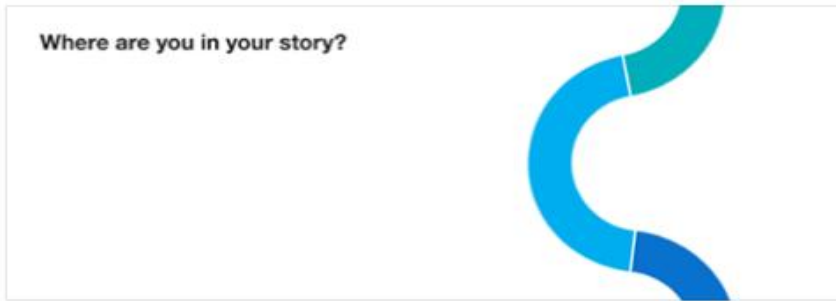
NARPP | Designed and Created by NARPP



Wyoming Retirement System

Published by Ben Tonak [?] · October 21 ·

Thank you to Wyoming's leaders for supporting National Retirement Security Week. <http://retirement.wyo.gov/.../AboutRetirementSecurityWeek.html>



7,081 people reached

[View Results](#)

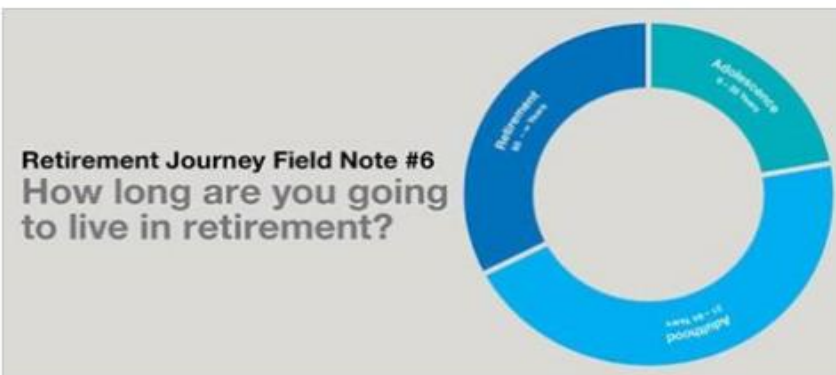
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Wyoming Retirement System

Published by Ben Tonak [?] · October 19 ·

Retirement Journey Field Note #6 How long are you going to live in retirement? Imagine that your retired life lasts as long as your working life. It could happen, and saving a little more now will make a big difference then... <http://retirement.wyo.gov/education/LifeInRetirement.html>



1,837 people reached

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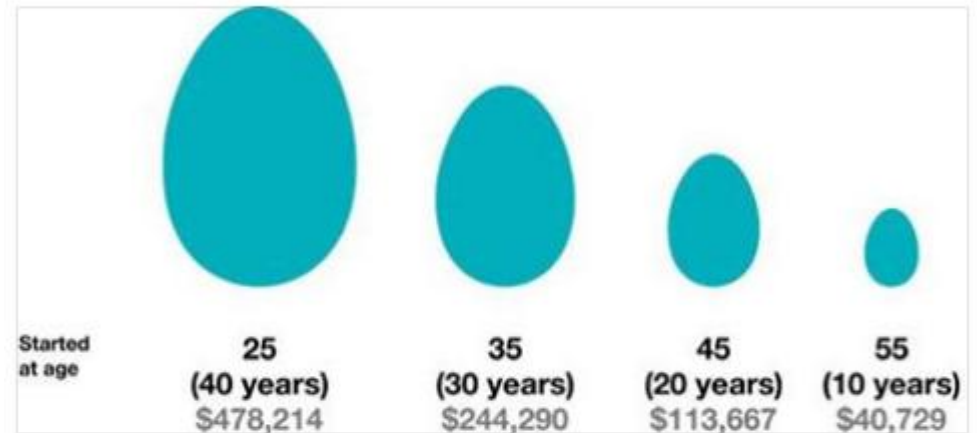


Wyoming Retirement System

Published by Ben Tonak [?] · October 18 ·

Retirement Journey Field Note #1 Start As Soon As Possible - One of the smartest things you can do on the way to retirement is to start saving as soon as you are able to.

<http://retirement.wyo.gov/educat.../StartAsSoonAsPossible.html>



18,409 people reached

[View Results](#)

Like Comment Share

Steve Houck, Michael Land and 40 others

Chronological

1 share

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Dustin Giblin Well I'm fd and i started @ 26. There is no way I could survive off 400,000 for the rest of my life unless I died 4 years after retirement. Sure hope everything is paid off by then and I never buy anything again but food.

Like · Reply · Message · 1 · October 19 at 5:44pm · Edited



Rebecca McKee Long And it only works if you don't have something catastrophic happen where you have no choice but to use the money early.

Like · Reply · Message · 1 · October 20 at 7:12am



Wyoming Retirement System

Published by Ben Tonak [?] · October 20 ·

Retirement Journey Field Note #9 Share the Journey - The knowledge you gain and the actions you take along your retirement savings journey are opportunities to share what you know with the people you care about. <http://retirement.wyo.gov/education/ShareTheJourney.html>



6,298 people reached

View Results

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Denice Kimball, Monte Henrie Jr. and 68 others

Chronological

3 shares



Scott Obertal You will make your destiny, so start young and save

Like · Reply · Message · 1 · October 20 at 10:43am



Rocky Hughes Don't touch this site with a ten foot pole!!!

Like · Reply · Message · October 21 at 5:40pm



Wyoming Retirement System

Published by Ben Tonak [?] · October 14 ·

National Retirement Security Week is a time to think about Your Whole Story. Check out the video and visit our website for more... <http://retirement.wyo.gov/home/retirementfair.html>



Your Whole Story - National Retirement Security Week 2016

Where are you in your retirement journey?

YOUTUBE.COM

17,465 people reached

View Results

Like Comment Share

Keith Kaufman, Keri Shannon and 161 others

Chronological

28 shares



Dorothy Wells I went to college most of my younger years. I taught Journalism and English in Arkansas and also taught Art in Oklahoma. I worked in retail for a few years in Colorado and Nevada then I got married and do things for our family. I'm retired yet I volunteer at the local hospital and enjoy that. Life is too short not to help others in need.

Like · Reply · Message · October 16 at 2:24pm