• 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

<table>
<thead>
<tr>
<th>FB Metrics for NRSW Event Oct 16-22</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increases in FB page likes</td>
<td>148</td>
<td>340</td>
</tr>
<tr>
<td>FB post engagements</td>
<td>1,605</td>
<td>635</td>
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<tr>
<td>FB post clicks</td>
<td>1,680</td>
<td>660</td>
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<tr>
<td>FB post likes</td>
<td>455</td>
<td>199</td>
</tr>
<tr>
<td>FB comments posted</td>
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<td>13</td>
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<tr>
<td>FB shares</td>
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<td>Subtotal</td>
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<td>1,900</td>
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<tr>
<td>FB post impressions</td>
<td>79,209</td>
<td>44,985</td>
</tr>
</tbody>
</table>

- NAGDCA sponsors the Senate proclamation
- Use the campaign NAGDCA sponsors
- Anticipate for 2017
Thank you to Wyoming's leaders for supporting National Retirement Security Week. [Link]

Where are you in your story?

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. [Link]

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... [Link]

25 (40 years) $478,214
35 (30 years) $244,290
45 (20 years) $113,667
55 (10 years) $40,729

Retirement Journey Field Note #6: How long are you going to live in retirement?

View 4 more comments

Dustin Giblin: Well I'm fr'd 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.

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.
Wyoming Retirement System
Published by Ben Tonak on 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

Your Whole Story - National Retirement Security Week 2016
Where are you in your retirement journey?
http://retirement.wyo.gov/home/retirementfair.html

17,465 people reached

Like Comment Share

28 shares

Keith Kaufman, Keri Shannon and 161 others

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 did 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

Denise Kimball, Monte Henrie Jr. and 68 others

Scott Obertal You will make your destiny, so start young and save
Like · Reply · Message · 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