Missouri State Employees’ Retirement System

SOCIAL MEDIA USAGE
Our Members

We administer retirement, life insurance & long-term disability for most state employees.

114,778 total members (Fiscal Year 2016)
- 49,872 active
- 45,368 retirees/survivors

With oversight of:
- State of Missouri Deferred Compensation Plan
- College & University Retirement Plan
Our Staff

- Investments staff: 21
- Operations staff: 66
  - Communications: 5!
    - We produce publications such as newsletters, handbooks, forms, brochures, and the annual report
    - Maintain online tools such as the public, board, secure member, and internal websites, mass emails (with IT)
    - Social media: <1 staff member (1/10 FTE)
Facebook

• Roughly 1,100 likes since January 2010
• Comment policy stated in notes section includes commenting guidelines, etc.
• Communications staff monitor comments
• Drive traffic via website, newsletter articles, “in case you missed it…”
• Relationship building/”feel good” stories to humanize government agency
• www.facebook.com/mosersretirement
Twitter

• 575 followers since January 2010

• Audience: more press, industry publications, retirement systems, board members

• Promote events such as College Savings Month, National Retirement Security Week

• [https://twitter.com/mosersjc](https://twitter.com/mosersjc)
LinkedIn

- 128 followers
- Mainly used for job postings
- HR took over posting content
• Anyone can submit question via website feedback anonymously

• If MOSERS-related, we post Q & A to blog

• To follow, members subscribe to email notifications sent each Friday if new question(s) are posted that week
  ◦ Email subscribers: 7,700
  ◦ http://mosersrc.blogspot.com/
YouTube Channel

Created in 2009

Organized by playlists:
- New employee, Active member, Pre-retiree, Retiree
- 24,000 total views (all videos)
- 20 subscribers
- Most views: COLA video 4,100
- www.Youtube.com/user/mosersonline
Other Helpful Tools

- **Buffer**: (free-$)
  - Scheduling twitter posts (or other social media), Some analytics for free
- **Archive Social**: ($$)
  - Back-up record of connected social media accounts for record retention, media requests
- **Search/export records**
- **Getty images**: ($$)
  - Stock photography for print publications
  - Stock videos for Facebook, employee intranet, lobby show
Analytics

Google analytics (free)
  ◦ Blogger, YouTube

Facebook analytics

  ◦ 60% Facebook, 10% Twitter, 29% YouTube
  ◦ 30% blocked from social media at work, 12% restricted
  ◦ Security/privacy still a concern
  ◦ “Traditional” methods of communication still critical (newsletters, website, email)
MO Retirement Series Campaign

MOSERS & MO DEFERRED COMP
Communications Challenges

- Defined benefit/defined contribution plans
  - Work as a team, not DB vs. DC
  - Baseball theme

- Engaging newer/early career employees
  - Members of MSEP 2011 (newest tier first hired on or after 1/1/2011) are 1/3 of our membership now
  - Total compensation: education about entire benefits package to recruit/retain state employees
MO Retirement Series Campaign
Cross-Platform Promotion

www.mosers.org/www.modeferredcomp.org

Facebook/Twitter
The finale was a “thank you” email to state employees and prizes were handed out at the State Employee Recognition Day fair. Both were branded with each logo. **1,226** total participants!
Thank you!

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