

## Minnesota TRA: Our usual spiel



### *Two-fold mission:*

- ***Retirement security for Minnesota teachers***
  - ***Attract and retain experienced teachers***
- 
- Serving teachers for over 100 years – that's five generations of educators (the fifth is in the classroom now).
    - TRA membership: 180,000 active and retired K-12 educators, state college/university faculty
    - TRA benefit payments: \$1.8 billion per year
  - A defined-benefit pension helps attract and retain high-quality teachers and enhance the quality of public education.

# Minnesota TRA: Social media strategy



## **Drive traffic to website**

The primary reason to use social media is to get members interested in a more in-depth read. Use social media for:

- Institutional messaging (pension legislation, board action, board elections)
- Nuts + bolts member info (urge them to open an online account, inform them of plan changes, tell them about retirement counseling workshops)

## **Cross-promote**

- Use your website, brochures, letters, any and all of your publications, to promote your Facebook and Twitter
- Have your Twitter stream embedded on home page

## Minnesota TRA: Social media strategy



### Target marketing

- Twitter: Skews younger; TRA uses Twitter to target active teachers
- Facebook: TRA's audience here is 45+ (mid-career teachers, teachers within five years of retirement, retirees)
- Tailor social media posts according to the audience you most want to reach with that particular item
- Most TRA posts aimed at both active members and retirees, so we use both Twitter and Facebook to reach them
- You can link Twitter and Facebook so that the same post appears in both places (tried this at TRA for a while but decided to separate them to better target demographic groups)

## Minnesota TRA: Social media strategy



### **Posting: Make it snappy**

- Use newsy, snappy headlines – present-tense, active voice, teaser questions
- Use photos if possible
- Link to interesting pension articles and retirement financial news but be selective – don't overwhelm your followers' news feeds with financial advice links
- Link to your website for new front-page articles on developments in state/local pension legislation
- Link to website for member benefits news, changes, deadlines
- If local newspaper runs a critical pension story, link to a rebuttal on your site (write and post quickly or you lose impact)

**Don't be boring!**

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## Build a following

- Begin by “liking” your stakeholder groups’ pages on Facebook and following them on Twitter (unions, your local public retiree groups, etc.)
- As individuals and stakeholder groups start following your organization on Twitter, return the favor and follow them
- Look at Twitter recommendations for who to follow, but be selective if you are aiming to reach a particular group of people (for example, TRA wants to zero in on young actives)



## **Minnesota TRA:** **Social media strategy**

**Don't overthink it,  
don't sweat it.**



How often to post?

- You don't need to adhere to some sort of schedule, though you could. TRA posts when newsworthiness warrants it.

How do you staff for social media?

- Publications professionals are the best skill match for this. Urge/train member benefits staff to funnel any items to your publications professionals to edit and post.
- Publications folks should consult with execs about when/if to post regarding pension legislation, board actions, etc.
- Limit number of staff to one or two who get login credentials.

How closely do you monitor your Facebook/Twitter?

- Not very. We have yet to see trolls stomp onto our site – but it would be fun to see our members pounce on them.

# Minnesota TRA: Social media strategy



MinnesotaTRA  
November 17 at 2:38pm · 🌐

The TRA Board of Trustees on Wed., Nov. 16, approved a legislative proposal that would lower the annual cost of living adjustment (COLA) for retired teachers from 2 percent to 1 percent for 10 years and 1.5 percent thereafter.

The proposal also calls for a 2 percent increase in the employer (school district) contribution rate, from 7.5 percent to 9.5 percent, phased in incrementally. The employer contribution rate increase would be offset by a request for state aid to cover school districts' pension costs. The active-teacher contribution rate would remain unchanged at 7.5 percent.

[Full story at [www.minnesotatra.org](http://www.minnesotatra.org)]

1,982 likes +2 this week  
1,918 follows

588 people reached

Gary Johnson and Susan Roth

TWEETS 387 FOLLOWING 1,256 FOLLOWERS 937 LIKES 1 MOMENTS 0

Tweets Tweets & replies Media

MinnesotaTRA @MinnesotaTRA · Nov 17  
TRA board approves 2017 legislative proposal despite retiree, employer concerns. Full story at [minnesotatra.org](http://minnesotatra.org)

MinnesotaTRA @MinnesotaTRA · Oct 25  
Find out what happened at Monday's TRA board meeting at [minnesotatra.org](http://minnesotatra.org).

MinnesotaTRA @MinnesotaTRA · Oct 20  
When can i retire? How does TRA fit into your finances? Stop by our booth at MEA and get your questions answered!  
[#mnMEA16](https://twitter.com/MinnesotaTRA)

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