

# Communications At A Glance

## Q4 2018



### Communication to Participants

- Nearing retirement email encouraging more than 1,200 retirees to keep assets in the plans
- Signature Newsletter reaching over 130,000 participants
- Five Key Reasons to Start Saving video posted on homepage of NC Plans site
- Employer Match video on NC Plans site > Increase Savings page
- NC 401(k)/457 enrollment presentation and EZ Increase Flyer used and updated by Prudential field team for face-to-face meetings

### Communication to Plan Sponsors

- Communications on SRP via the Retirement Monitor. October edition highlighted National Retirement Security Week (10/21-10/27); November edition notified employers to correct reports for MRS updates; December edition urged employers to encourage their employees to update their beneficiaries
- Quarterly Employer newsletter from Prudential in October

### Social Media

- Social media for SRP is integrated on NC Retirement Systems Facebook as a whole
- Two SRP posts on Facebook in Q4 (October 4 & December 7). Content included: encouraging participants to stay in plans until retirement, rather than cashing out or requesting a refund and importance of creating a retirement gameplan (CNBC article) Average 1385 people reached

### Internal SRP Communications

- Aviator for RSD employees: content from Steve Toole on preparing for retirement, confidence in retirement planning, fee holiday and more
- Navigator for DST employees: content on ORBIT accounts, accessing information and more

### New Opportunities

- Outreach to DST employees through Navigator
- Outreach to RSD employees through Aviator

### Looking Ahead

- Targeted email campaigns based on where a participant is in employment/retirement life cycle
- SRP social media calendar to be integrated into Retirement Systems page → at least twice per month
- Cross-sharing of SRP related social media to State Treasurer's social media pages