



# Web Media Proposal

*LinkedIn,  
Twitter, and  
Website*

## About this document

This document describes how and why it would be beneficial to establish an association presence on the social network sites Twitter and LinkedIn, and shows how this would integrate with an updated version of the association website.

It covers:

- Goals and strategies - what we hope to achieve and how we plan to do it
- Risks and mitigation - what risks the strategy entails and how we can minimize them
- Technology overview - details on the platforms discussed and how they operate

## 1. Web Media Goals

**Goal:** To utilize the web media options available to the association in order to increase the popularity of stable value funds among plan participants, plan sponsors, and consultants through increased communication and education while counteracting the current tone of stable value news.

### LinkedIn, Twitter, and Web Integration

- ❖ Targeted approach - each platform specializes and overlaps for maximum efficiency

	Twitter	LinkedIn	Website
Primary Audiences	Plan participants and the public	Plan sponsors and consultants	Service firms and members
Secondary Audiences	Non-committal plan sponsors + the media	Financial professionals	Media, plan participants, plan sponsors, consultants

**1.1 Twitter Goal:** To increase general public and plan participant awareness and knowledge of stable value funds as well as supplement and compliment the SVIA website in terms of information dispersal, and provide a low cost of entry option for organizations interested in stable value but not yet in contact with the association.

For information about how this goal will be accomplished, see [Section 3.1](#).

**1.2 LinkedIn Goal:** To increase the visibility of SVIA among financial professionals and increase traffic to a revamped SVIA website, while generating interest in SVIA membership among plan sponsors.

For information about how this goal will be accomplished, see [Section 3.2](#).

**1.3 Website Goal:** To provide an excellent informational source for our member base as well as answer initial questions the media or a plan participant may ask, and serve as a marketing tool for plan sponsors and non-member service firms.

For information about how this goal will be accomplished, see [Section 3.3](#).

## 2. Technical Overview

### 2.1 Twitter

Twitter is a 'microblogging' platform which allows users to post short text messages (up to 140 characters in length) and converse with other users via their phones or web browsers. Unlike email or text messaging on mobile phones, these conversations take place in the open.

For more about Twitter and why we should join it, see [Appendix A](#). For a glossary of terms see [Appendix H](#).

### 2.2 LinkedIn

LinkedIn is a professional networking site where members make a profile, connect with people they know, and interact with other members using groups. Companies also have profiles and can interact by posting updates.

For more about LinkedIn and why we should join it, see [Appendix B](#). For a glossary of terms see [Appendix H](#).

### 2.3 Website

The proposed SVIA website includes three sections aimed at different audiences; an education section for plan participants and the media, a section about SVIA for service firms and plan sponsors, and a news section for members and all interested parties.

The news section will be in a categorical blog-type<sup>\*</sup> format used to post all information on stable value funds. Specific categories, such as surveys, will be accessible only by members of the association. It will be possible for non-members to preview posts they don't have access to, and commenting will not be available.

For more about the proposed website see [Appendix C](#).

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<sup>\*</sup> A blog is an informational site published on the World Wide Web consisting of discrete time stamped entries ("posts") typically displayed in reverse chronological order.

## 3. Strategy Overview

### 3.1 Twitter

Action	Purpose
<b>Post summarized updates from the website</b>	Twitter's ease of access will work to increase general knowledge about stable value funds among plan participants, the media, and the general public, as well as provide a teaser for non-members and increase traffic to the SVIA website. In addition it will alert members when new information is posted.
<b>Promote and update event information</b>	Posting event information will increase attendance at our events, specifically targeting plan sponsors, and help inform members about any updates.
<b>Provide general retirement information</b>	This will gain draw a general audience to our page, providing an opportunity to inform the public about the benefits of adding stable value products to retirement portfolios.
<b>Directly interact with relevant users such as member companies</b>	Increased interaction on Twitter will allow us to become more a part of the community, adding to our own visibility. This will be done through @Reply and re-tweeting. (for more information about @reply and re-tweeting see <a href="#">Appendix A</a> )

### 3.2 LinkedIn

Action	Purpose
<b>Participate in discussions in relevant groups</b> (for listing of groups see <a href="#">Appendix E</a> )	Participation in group discussion will send more people to the association's website and LinkedIn page, increase information about the asset class among financial professionals, and dilute any negative or fringe stable value information.

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<b>Post updates from our website on the association's LinkedIn page</b>	Posting updates on LinkedIn will help to establish the association's website as the definitive source of stable value information, ensuring it is consulted by media professionals and financial professionals alike.
<b>Provide links to positive stable value content in relevant groups</b>	Will direct the flow of stable value news and build interest in the asset class among plan sponsors located on LinkedIn.

## 3.3 Website

Action	Purpose
<b>Updated and comprehensive education section</b>	Increased information in the education portion of our website directed at specific groups (i.e. plan participants, plan sponsors, the media) will stem the flow of misinformation while publicizing the benefits of the asset class.
<b>Increased information on association activities</b>	Generates interest in membership among plan sponsors and service firms.
<b>Categorical public/private stable value blog*</b>	Will allow members to search for and access information more easily and more quickly than is currently possible, and provides a forum for positive stable value news to be easily aggregated and referenced by the public.

\* A blog is an informational site published on the World Wide Web consisting of discrete time stamped entries ("posts") typically displayed in reverse chronological order.

## 4. Risks and Mitigation

Risks	Mitigation
Potential for conflict or disagreement	Address trends, not individual concerns, and avoid the negative
Time consuming	Many activities on LinkedIn and Twitter can be automated using free online services
Lack of content	Duplicate postings from the SVIA website, achieving greater visibility without having to generate new content
Audience lack of interest	Stage dialogues on specific issues with member companies in order to build interest
Too impersonal	Purposely interact with 5-10 people a week
Implied affiliation with other users	Place a link to the association's social media policy on both the LinkedIn page and the Twitter page (see <a href="#">Appendix F</a> )

## 5. Promotion

At launch, SVIA presence will be promoted by:

- A link from the our website homepage
- Finding and following relevant Twitter and LinkedIn users (see [Appendix D](#))
- Asking association members on Twitter and LinkedIn to announce us
- Adding the links to the email signatures of SVIA staff

Once the channel has become more established, we will further promote it by:

- Adding the link to postings made on the SVIA website
- An email to the membership

## Appendix A - Twitter Platform

Twitter works like this:

- You create an account. Your account comprises your username and password, avatar image, optional background image to display behind your page
- You find interesting people to follow, and they can choose to follow you back. Other Twitter users may also initiate contact by following you. This will include your real life friends and contacts, but it is also normal Twitter etiquette to follow/be followed by people who you do not know offline. In this way, unlike many social networks Twitter is a powerful way of building a network, making new introductions and accessing interesting and varied content.
  - As part of the initial channel launch we will actively follow other relevant organizations and professionals (see [Appendix D](#) for a full list of potential users to follow).
  - We will not initiate contact by following individual, personal users as this may be interpreted as interfering.
  - We will, however, follow back anyone who follows our account, using an automated service such as [tweetlater.com](#). This is because:
    - It's good Twitter etiquette to follow people back when they follow you
    - Having an imbalance between 'following' and 'follower' figures can result in poor Twitter reputation and grading on third party Twitter sites like [Twittergrader.com](#) - and even account suspension by Twitter administrators in extreme cases
    - Vetting followers and manually following them back is a time intensive and low value activity
  - We will make it clear in our Twitter policy ([Appendix F](#)) that following back is automatic and therefore does not imply any endorsement by the association.
- You post updates of up to 140 characters in length. You can do this using a variety of applications over the web on your computer or mobile phone. Everyone who is following you can read your updates. People can also subscribe to your updates using the RSS feed (this means they can receive your updates via their preferred feed reader software or browser start page, without using Twitter), or see them in the Twitter public timeline.
- Twitter updates are usually in the form of an answer to the imaginary question: "What are you doing now" or "What holds your attention now"? This will often include links to other websites (using link shortening services such as [tinyurl.com](#)). Two useful terms often used to describe this activity are "microblogging" – blogging in miniature by posting short updates throughout the day about thoughts and findings of interest – and "hyper-connectedness" – the idea of being in constant contact with your network and aware of what holds their attention right now.

- Your Twitter stream (the information you see when you use Twitter) is made up of your own updates and those of all the Twitter users you are following. Other users will see their own streams, which display the updates of the users they are following. Therefore what you see is not the same as what other users will see.
- Users interact with each other in the following ways:
  - @Reply. You can reply to an update posted by another user in your Twitter stream by clicking the reply button or typing @ and then their username at the start of the message. Anyone following you will see this reply, irrespective of whether they are already following the recipient. (This is one of the ways in which users find new people to follow, as you are effectively introducing that person to your followers by showing his/her username and engaging them in conversation).
  - DM. You can send Direct Messages to individual users, provided you are ‘friends’ (i.e., you are both following each other). These are private and can only be seen by the sender and recipient.
  - Re-tweeting. Because people have different networks of followers, it is common to repeat interesting tweets from your own stream for the benefit of all of your followers, preceding it with “Re-tweet:” or just “RT” for short. You do not need permission to do this – it is considered a compliment to the originator to repeat their content.
    - We may occasionally be asked to re-tweet content from other Twitter users. We will consider these case by case but generally aim to honor such requests from:
      - Association members
      - News organizations
      - Other financial non-profit associations
    - Proactive re-tweeting
      - We should actively seek opportunities to re-tweet content that furthers the position of the association, and as such we may wish to consider re-tweeting interesting content that shows up in our own Twitter stream:
        - Research findings and statistics
        - Relevant industry / business networking events
        - Relevant celebrations/commemorations e.g. awards, themed days (e.g. national retirement planning week)
  - Hashtags. You can include keywords in your updates in order to associate those updates with a particular event, movement, current trend or issue by adding a hash sign (#) in front of a word. For example at events Twitter users will often agree a common tag to identify themselves to each other and form a Twitter ‘back channel’ for that event. Tagging tweets enables users to collaboratively document a cultural happening, and aggregate all tweets containing that tag on another medium – for example on a blog,



projected on screen at the event, or displayed on a map as a visual representation of what is being said in different places about the same issue.

- The Twitter website itself is not the only (or even the main) way that users access or post updates to their Twitter accounts. The majority of Twitter access is via mobile devices (such as Twitter applications on the iPhone), third party desktop applications (such as TweetDeck or Thwirl), or web browser plugins (such as Twitterfox).
- It is also possible (and popular) to include photos and videos in your messages using third party add-ons, such as TwitPic.
- Your Twitter updates can also be integrated with your other social media profiles – for example you can use Twitter to edit your Facebook status updates and show your Twitter updates on your blog, if you have one.

Why is Twitter important?

- It's a place where news often breaks - e.g. Hudson river plane crash, Mexico earthquakes, Whitney Houston's death.
- It's establishing itself as the main source of live update information – e.g. Hurricane Sandy Updates in November 2012.
- Trending: As everything being discussed on Twitter is by its nature happening now, it is increasingly being used as a way of monitoring and reporting on trends. Top trends are shown on the right hand side of every Twitter user's stream, and tracked by other tools (examples include Retweetist, Twitturly and Twitvision). For example, during the 2012 Financial Convention (FinCon 2012) the hashtag #FinCon12 reached 1,280,990 people.
- Search Engine Optimization – because it is updated frequently, Twitter content ranks highly on Google, and is therefore an increasingly important way to generate traffic and disseminate messages online.

Stats on Twitter usage

Nielsen stats from Feb 2009 include the following:

- 1,382% year-over-year growth. Total unique visitors grew from 475,000 in Feb 2008 to seven million in Feb 2009.

- Twitter is not just for kids: In February 2009, adults ages 35-49 had the largest representation on Twitter - almost 3 million unique visitors from this age group (almost 42% of the entire audience).
- 62% of the audience access Twitter from work only, while only 35% access it only from home. This could suggest a trend towards professional use.

## Appendix B - LinkedIn Platform

LinkedIn works like this:

- You create an account. Your account comprises your email and password, profile image, and as much of your resume/CV as you choose to make available.
- You connect with other professionals you personally know, and are in turn connected to anyone they know as a 2<sup>nd</sup> degree connection.
- Users interact with each other in the following ways:
  - Direct messages: you can send Direct Messages to individual users, provided you are connected. These are private and can only be seen by the sender and recipient.
  - Groups: there are groups for any type of industry on LinkedIn. These are user created and vary in the level of control the owner has. Some groups are private, i.e. you need approval to join, while others are public. Groups exist to connect people in similar fields as well as provide a forum for posting articles or discussions relevant to the members in the group. Unless specified in the title (i.e. Supporters of [name here]) members of a group have no affiliation, implied or otherwise, with the creator of the group.
- Company pages: Because LinkedIn is focused on the professional aspect of its users it allows company pages to be created. These can be used to showcase products, post updates, post jobs, and do basic marketing.

Stats on LinkedIn usage

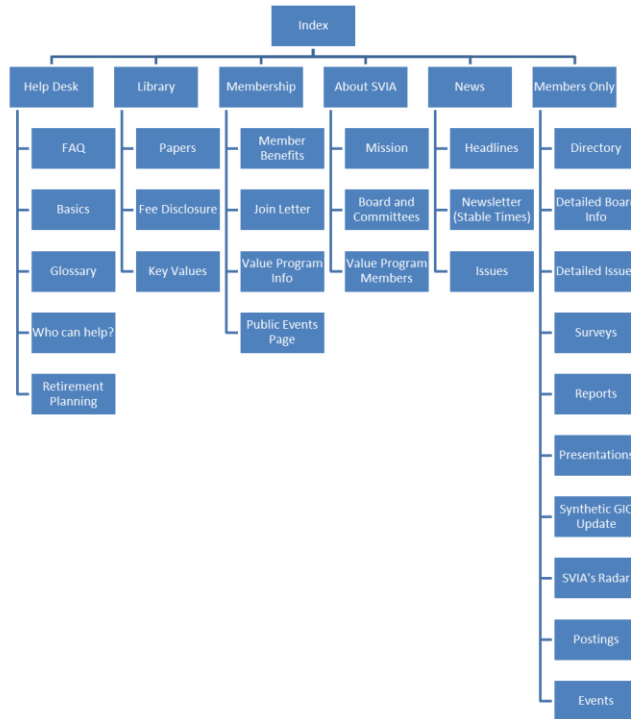
- This graph of LinkedIn usage illustrates the trend of workplace access, with dips in traffic every weekend



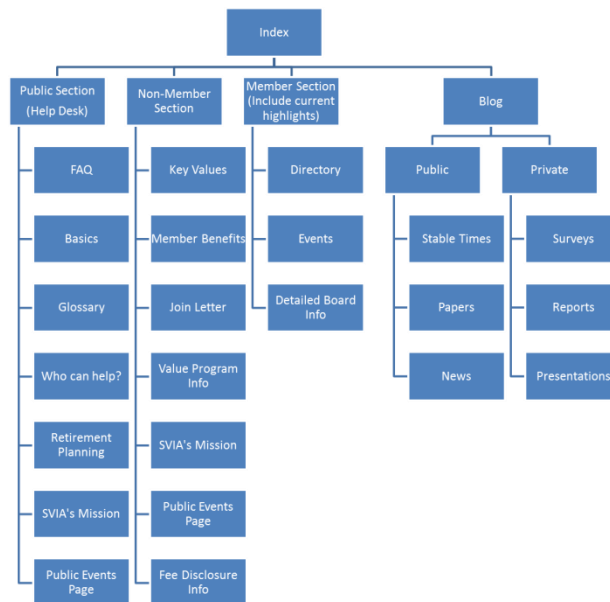
- 38% of LinkedIn usage in the US originates from work computers
- 138,684,960 visits per month in the US as of November 9, 2012

## Appendix C - Website Redesign

### C.1 Current content map



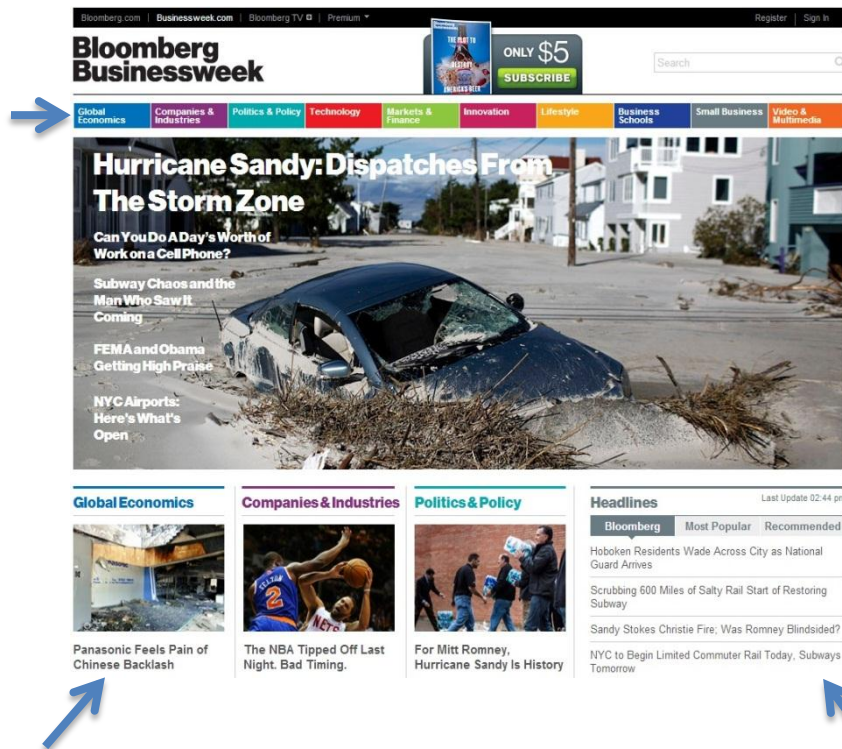
### C.2 Proposed content map (section names subject to change)



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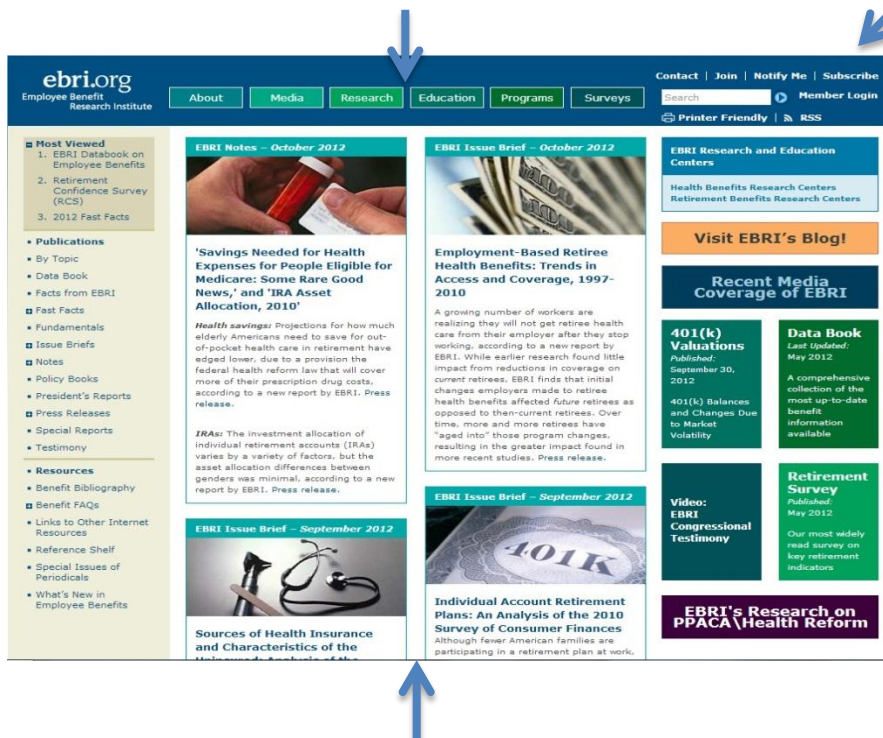


## C.3 Relevant Website Design



Note:

- Categories
- Content Buckets
- Headline List



Note:

- Content Tabs
- Member Login
- Content Buckets

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Note:

- Auto populating spotlight section
- Simple tabbed layout
- Easy member tools
- Key issues section
- Industry basics easy access
- Content buckets

## C.4 Website Redesign Poll Responses

### Negatives about the site

- It takes a long time to load. For example if I click on the events on the homepage, it takes a long time to get to the Events page that has the underlying information.
- Dark blue background makes text difficult to read.
- I like to print out the pages or pdf file. The website does not always let me print directly from the page.
- Generally the site is slow to boot up, and slow to accept and initiate almost any instructions (say, to open up Members Only). Not sure why this happens. Sometimes seems to freeze while stuff is happening in the background. Simple transitions from one state to another results in delays.
- The "entry" pages include both larger boxes and then text below that provide information on the content, both which link to more information. What about eliminating the larger boxes?
- Along these lines, it seems that it can take more than 2 clicks to get to the desired topic. For example, in the Members Only section, is there a way to know if a topic will be under "Issues", "Reports", "Presentations", or "On SVIA's Radar"?
- There are some small things with the directory search. For example, when I search "RGA" in addition to the RGA contacts, the contacts for JP Morgan Asset Management appear. When I search under JP Morgan, "no records found" is returned.
- Too much outdated information on it
- Some inconsistency in usage of terms
- Difficult to navigate
- Landing page is too dense and not enough white space
- The information has to be more organized/chunked and easy to search
- Site should be more interactive and have a sense of community (social aspect)
- The biggest issue I have is trying to figure out / remember what the differences are between the various links – News / Library / Issues / Reports / Presentations / Postings etc. Not necessarily all that intuitive (at least to me).
- White text on blue back ground is not readable

- Layout is scattered. Content is not easy to find.
- Navigation throughout the site is a bit clunky. User experience/ordering of information could be friendlier.
- Site not “promotional/marketing-oriented” to stable value at all, but maybe the focus of the site isn’t intended for that purpose?
- Type—the knock out white is fine but the light blue on navy makes it challenging for the 40+ age group
- Navigation - Contact Us should be a main button on the navigation. Terms, Privacy and Sitemap should just remain in the footer. They are minor detail pages and don’t need so much attention. Search should actually have a search bar that people can type in rather than clicking to get to the search bar. You want to decrease the effort it will take someone to find the information they need. Does glossary need to be highlighted at the top right? (look at the analytics to see the number of clicks). Log In could be more prominent and it might be nice for viewers to actually be able to log in from the home page. Sitemap is good.
- Home Page - What is the difference between the columns on the home page titled ‘What is Stable Value?’ and ‘Help with Stable Value.’ They seem like they cover very similar topics. On the navigation, ‘Help Desk’ seems to contain similar content. Overall there could be better organization of content. Determine what the most important information you want people to know and make sure it is prominent. It will probably be what is stable value in one sentence and what svia’s mission is. You don’t have a ton of time to get a viewer’s attention and you don’t want them getting lost on the site.

## Positives about the site

- Information is very current in Members’ Only. Is it possible to have a “home page” for members’ only that has all the current information: most recent surveys, postings, etc.
- I can find what I am looking for.
- Site is easy to navigate
- I like the color blue, so the appearance of the site’s home page is nice for me. As noted below, maybe some more colors would be nice.
- Updates on the issues are posted promptly
- General search function works well
- The membership directory
- There is a lot of useful info in the Members section
- Useful place to get latest updated on the fall/spring forums
- Great information
- Not too deep. Don’t require a lot of click throughs to get to information
- Home page has a lot of key content
- Good coverage of articles related to stable value
- Conference materials easy to retrieve
- Good coverage of regulatory updates (i.e. Dodd Frank)

## Anything you’d like to see added?

- Homepage for Members’ Only that has the most current information headlined like the front page of a newspaper.
- Hot-link email addresses in the Directory Search? Add the ability to put pictures on the site (unless that causes it to slow down further)? Ask every participating firm to audit their address postings, as I know some are outdated. I noticed a while back that ours were outdated, and sent Gina a simple spreadsheet with all of the correct info for all of the Invesco folks who are listed. Pretty easy to do.



- Is there a way to make navigation more straight forward? The banner topics on the home page are "News", "About SVIA", "Membership", "Library", and "Help Desk", then there are a few more boxes below. ("What is SV?", "Help with SV", etc.). Perhaps sync these up?
- Something interactive – not sure what, but the site is very static
- A blog or board for conversations
- Video clips from member firms about stable value
- Educational podcasts
- More educational modules.
- A more dynamic marketing-oriented "HOME" page that draws the "stable value web surfer" in. The home page could include headlines of articles/SVIA press releases with visual icons (i.e. Stable value continues to produce positive returns in difficult environment"). Maybe you put a Message from Gina (with her head shot) that talks about stable value's long history in DC plans and positive returns despite difficult market environment. Maybe Marijn can give a welcome too. A professional looking "dressed up" home page will go a long way for both the public viewers and for the Association's members. Shows we are a credible established organized industry association. Check out the SIFMA website. They do a good job of advocating for the securities industry and thought leadership.
- This website could be a visible advocate of the Benefits of Stable Value Investing and provide good information on stable value investing to investors (like participants---"I don't understand how stable value works"); to potential investors like consultants/Plan sponsors—The Case for Stable Value or studies like Babbel more prominently featured; or to regulatory bodies trying to figure out stable value (I wonder what the stable value industry association says about stable value).
- Interactivity – podcasts, video, audio, webcasts, diagrams, etc. Interactivity is not an adobe PDF.

## Anything specific you'd like to see changed?

- Like to have more up to date information for the general public
- Just a note: under "Members Only" there is a separate category for "Synthetic GICs Update" with the last update from around 2004. Should this be in the Library?
- Maybe we can split it in a "For Participants", "For Plan Sponsors and Consultants" and "For Members" section to target messages better, with a generic landing page that is a good starting point for all?
- The color and layout
- I would like more stable value industry statistics/facts about stable value to be readily available in the members only part of the website
- Glossary more prominently featured and easily printed—more information for participants on stable value

## Do you like the current color scheme?

- I don't like the dark blue background. Also, the Federal Reserve/FDIC picture pages might be interpreted by some that stable value is insured by these institutions. It isn't. We need to update the pictures.
- Yes ... but maybe add some more colors since it is SO blue.
- I would vote for a white background!
- Could use a refresh, but it's not bad
- Too much of a good thing. Too dark, needs more contrast.
- Not a big fan of the current color scheme, but that's not all that important to me.
- No.
- I think the blue type is difficult to read

## What is the most important aspect of the website to you (in terms of your usage)?

- Ability to access information quickly.
- Position papers, surveys and membership directory

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- Access to members only for the survey data
- Source of information and publications (Babbel, SV Times)
- Internal SVIA information. It would be better if the SVIA website becomes the go-to place for independent information on SV.
- I use the members only are quite a bit. I look up regulatory information like Dodd Frank Updates. I like to read about the collective SVIA industry opinion on various matters.

## Appendix D - Current Social Media Users

### D.1 Twitter

Service Firms	
AIG	<a href="https://twitter.com/AIG_LatestNews">https://twitter.com/AIG_LatestNews</a>
AllianceBernstein	<a href="https://twitter.com/AllianceBernstn">https://twitter.com/AllianceBernstn</a>
AVIVA	<a href="https://twitter.com/Events_AI">https://twitter.com/Events_AI</a>
Bank of America	<a href="https://twitter.com/BofA_News">https://twitter.com/BofA_News</a>
BNY Mellon	<a href="https://twitter.com/BNYMellon">https://twitter.com/BNYMellon</a>
Columbia Management	<a href="https://twitter.com/ColumbiaMgmt">https://twitter.com/ColumbiaMgmt</a>
Deutsche Bank	<a href="https://twitter.com/Deutsche_News">https://twitter.com/Deutsche_News</a>
Fidelity Investments	<a href="https://twitter.com/Fidelity">https://twitter.com/Fidelity</a>
Genworth Financial (no tweets)	<a href="https://twitter.com/Genworth">https://twitter.com/Genworth</a>
Goldman Sachs	<a href="https://twitter.com/GoldmanSachs">https://twitter.com/GoldmanSachs</a>
ING	<a href="https://twitter.com/INGDIRECT">https://twitter.com/INGDIRECT</a>
INVESCO	<a href="https://twitter.com/InvescoUS">https://twitter.com/InvescoUS</a>
JP Morgan Asset Management	<a href="https://twitter.com/jpmorganfunds">https://twitter.com/jpmorganfunds</a>
JP Morgan Chase	<a href="https://twitter.com/ChaseNews">https://twitter.com/ChaseNews</a>
Lincoln Financial Group	<a href="https://twitter.com/lincolnfinngroup">https://twitter.com/lincolnfinngroup</a>
MassMutual	<a href="https://twitter.com/massmutual">https://twitter.com/massmutual</a>
Mutual of Omaha	<a href="https://twitter.com/mutualofomaha">https://twitter.com/mutualofomaha</a>
New York Life	<a href="https://twitter.com/NewYorkLife">https://twitter.com/NewYorkLife</a>
Pacific Life	<a href="https://twitter.com/pacificlife">https://twitter.com/pacificlife</a>
PIMCO	<a href="https://twitter.com/PIMCO">https://twitter.com/PIMCO</a>
Protective Life	<a href="https://twitter.com/Protective_Life">https://twitter.com/Protective_Life</a>
Prudential Financial	<a href="https://twitter.com/PrudentialNews">https://twitter.com/PrudentialNews</a>
Putnam Investments	<a href="https://twitter.com/PutnamToday">https://twitter.com/PutnamToday</a>
Royal Bank of Canada	<a href="https://twitter.com/RBCContest">https://twitter.com/RBCContest</a>
Sidley Austin	<a href="https://twitter.com/SidleyNewsroom">https://twitter.com/SidleyNewsroom</a>
State Street Bank	<a href="https://twitter.com/StateStreet">https://twitter.com/StateStreet</a>
T. Rowe Price	<a href="https://twitter.com/TRowePrice">https://twitter.com/TRowePrice</a>
The Hartford	<a href="https://twitter.com/TheHartford">https://twitter.com/TheHartford</a>
The Vanguard Group	<a href="https://twitter.com/Vanguard_Group">https://twitter.com/Vanguard_Group</a>
TIAA-CREF	<a href="https://twitter.com/TC_Talks">https://twitter.com/TC_Talks</a>
Transamerica	<a href="https://twitter.com/Transamerica">https://twitter.com/Transamerica</a>



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## Plan Sponsors

AT&T	<a href="https://twitter.com/ATT">https://twitter.com/ATT</a>
Baxter International Inc	<a href="https://twitter.com/baxter_intl">https://twitter.com/baxter_intl</a>
Boeing	<a href="https://twitter.com/Boeing">https://twitter.com/Boeing</a>
Conoco Phillips	<a href="https://twitter.com/conocophillips">https://twitter.com/conocophillips</a>
Eastman Chemical Company	<a href="https://twitter.com/EastmanChemCo">https://twitter.com/EastmanChemCo</a>
Halliburton	<a href="https://twitter.com/Halliburton">https://twitter.com/Halliburton</a>
Hallmark Cards	<a href="https://twitter.com/HallmarkPR">https://twitter.com/HallmarkPR</a>
IBM	<a href="https://twitter.com/IBM">https://twitter.com/IBM</a>
PNC	<a href="https://twitter.com/PNCNews">https://twitter.com/PNCNews</a>

## Related Groups

EBRI	<a href="https://twitter.com/EBRI">https://twitter.com/EBRI</a>
ICI	<a href="https://twitter.com/WhatsNewAtICI">https://twitter.com/WhatsNewAtICI</a>
SIFMA	<a href="https://twitter.com/SIFMA">https://twitter.com/SIFMA</a>
American Banker Association	<a href="https://twitter.com/AmerBanker">https://twitter.com/AmerBanker</a>
Financial Services Roundtable	<a href="https://twitter.com/fsroundtable">https://twitter.com/fsroundtable</a>
LIMRA	<a href="https://twitter.com/LIMRA">https://twitter.com/LIMRA</a>

## D.2 LinkedIn

- 153 connections as of 11/9/12
- Spread across all member companies

## Appendix E - LinkedIn Groups

Group	Members	Creator
Stable Value Specialists	599	Larry Mylnechuk
401(k)	11,741	Aaron Skloff
PLANSPONSOR Groupies	3,182	Nevin Adams (EBRI)
Retirement Income Industry Association Discussion Group	3,286	Dave Ehrenthal
Retirement Plan Admin	2,346	Durairaj M
Defined Contribution Institutional Investment Association	1,658	Ryan Clark
Pension and Employee Benefits Specialists	18,676	Philip J. Germani
401k Participant Education	1,413	Jim Saunders
401k Resource Group	1,724	Anthony Bunnell
401(k) Fiduciary Advice Group	951	Chad Griffeth, AIF
401k TPA NETWORK	3,581	Terrance Power

## **Appendix F - Social media policy**

The following text will be published as a new page on [www.stablevalue.org](http://www.stablevalue.org), and a link to this page will be provided in our profile on Twitter and LinkedIn.

### **Content**

The SVIA Twitter and LinkedIn accounts are managed by the SVIA, on behalf of the association's members. We may occasionally use some automation (such as tools which generate tweets from RSS feeds) but intend that this will not dominate the messages posted. If you follow us, you can expect between 2-10 postings a week covering some or all of the following:

- Alerts about new content
- Invitations to provide feedback on specific issues
- Information from SVIA about what the association is doing
- Updates regarding future events
- Occasional live coverage of events

### **Twitter Following**

If you follow us on Twitter we will follow you back. This is automated. Being followed by us does not imply endorsement of any kind.

OR

If you follow us we will not automatically follow you back. This is to discourage the use of direct messaging, avoid resource wasting spam handling and so that you can easily identify other key Twitter users that we think are relevant to our industry that we follow. However, being followed by SVIA does not imply endorsement of any kind.

### **Availability**

We will update and monitor our Twitter and LinkedIn accounts during office hours, Monday to Friday. Twitter or LinkedIn may occasionally be unavailable and we accept no responsibility for lack of service due to Twitter downtime.

### **InMail, @Replies, and Direct Messages**

We welcome feedback and ideas from all our followers, and endeavor to join the conversation where possible. However, we are not able to reply individually to all the messages we receive via Twitter and LinkedIn. The digital media team reads all communications and ensures that any emerging themes or helpful suggestions are passed to the relevant people in the association. We cannot engage on issues regarding a particular member or answer questions which break the rules of our general comments policy. The usual ways of contacting us for official correspondence are detailed in the contact us section of our website. [www.stablevalue.org](http://www.stablevalue.org)

## Appendix G - Glossaries

### G.1 Twitter

**Twitterverse** or **Twittersphere** or **Statusphere** - the universe/world sphere of Twitter (cf. blogosphere)

**Tweet** - an update on Twitter, comprising a message of up to 140 characters, sometimes containing a link, sometimes containing a picture or video. Also a verb: to tweet, tweeting.

**Reply** or **@Reply** - a message from one user to another, visible to anyone following the user who is giving the reply. Also visible to the entire world (and search engines) in your Twitter profile page.

**Direct message** or **DM** - a message from one user to another in private (not visible to other users, the internet or search engines).

**Re-tweet** or **RT** - repeating a message from another user for the benefit of your followers and in recognition of its value (the Twitter equivalent of forwarding an email)

**Twitter client** or **application** - software on your mobile phone or computer that you use to access Twitter. Popular clients are the Twitter website itself, Tweetdeck desktop software and a number of iPhone applications.

**Micro-blogging** - the term given to the practice of posting short status updates via sites like Twitter (there are others, but none as big)

**Follower** - someone who has subscribed to read your tweets. Displayed on Twitter as:

- **“Following”** The people that you follow on Twitter
- **“Follower”** Someone who follows you on Twitter
- **“Friend”** Someone who you follow that also follows you.

**Twitter API** - Twitter is an ‘open platform’ meaning other people can develop tools (software and websites) which use the Twitter functionality and the published content (all the stuff that’s displayed publicly on twitter.com, but not users’ private messages or personal information). The API (application programming interface) is the publicly available information used by coders to do this.

### G.2 LinkedIn

**Connection** - The people you invite or invite you. When you “accept” to form a connection with someone you form a first level relationship with them in your LinkedIn network.

**Degrees** - A second degree connection means it is a friend of a friend; you are separated by two degrees. Three degrees away is someone you can read through a friend of a friend and one of their connections.

**Introduction** - Introductions are requests made to other LinkedIn members that you do not have a direct connection with. It is as it sounds, a way to introduce yourself to someone you do not necessarily know. LinkedIn limits the number of introductions you can have pending at one time.

**Invitation** - This is what you send when you ask someone to connect with you. You invite them to join your network.

**Groups** - Groups are exactly as they sound. They are groups of other LinkedIn users. Groups can be used as discussions or forums for people to connect or get advice and job postings.

**Network** - Your network is the group of your connections; you are the center of your network. It can also include the connections of your connections.

**Profile** - This is the page you control. It holds your picture and credentials. You have the ability to post job history and upload a resume. This is what others see when they click on your link.

**Recommendation** - This is a request you can send out to have another LinkedIn member. If they agree, they will then write a short paragraph recommending you. This is visible to anyone who views your profile.