

Tips for creating effective social media posts

Here are some effective ways to use social media to help boost awareness of Pension Awareness Day.

1. Build a social media calendar

Develop a social media calendar that allows ample time for creating effective posts. If you already have a corporate social media calendar, consider scheduling posts on the days leading up to Pension Awareness Day, as well as on the day of the event, and the days following the event.

2. Consider target audience

Remember, social channels are visible to a wide range of audiences, including employees, plan members, clients/customers, job seekers, partners and other external audiences. Social posts supporting Pension Awareness Day should reflect the different interests, needs, and values of key target audiences. Tailoring the message ensures that it resonates with the intended audience, driving and maximizing engagement. For example, employees and plan members may be interested in information about their pension plans and retirement options. Posts for this group should focus on how their pension benefits them and the retirement options available that best meet the needs of themselves and their families.

3. Write impactful text

- Promise a benefit to inspire readers to take action and not miss out (e.g., learning about the advantages of saving early for retirement).
- Ask a question that piques the reader's curiosity.
- Use numbers, including percentages or a "Top 10" list.
- Be concise. The ideal length of posts depends on the audience, content, and goals. As a general guideline:

- LinkedIn long-form post: 1,300 to 1,700 characters
- LinkedIn short-form posts: 100 – 150 words
- Facebook: 40 to 80 characters
- Use hashtags **#PensionAwareness26** and **#PensionAwarenessDay** to extend your social reach and social post visibility and discoverability.

4. Include an engaging image

- Use photos of employees / events whenever possible to boost engagement.
- Leverage online image libraries for low-cost, royalty-free images.
- Incorporate animation:
 - Image libraries have a vast selection of animated GIFs.
 - Create a video. Videos could drive almost 30% more clicks than static images.

5. End with a call to action

- Clearly state the action you want the reader to take.
- Include a link to learn more about your organization's website or resources, or [FSRA's campaign page](#).