



NASAA's *IEC* Newsletter

MARCH 2017 EDITION FEATURING:

- *Did you use St. Patrick's Day to promote your IE activities?*
- *Why You Need a Social Media Strategy*
- *Don't Buy Stuff You Can't Afford!*
- *NASAA Social Media Center*



Did you use St. Patrick's Day to promote your IE activities?

I can relate to this guy. Although my heritage is half-Irish, when my older brother and I were in grade school we refused to wear green on St. Patrick's Day, much to the dismay of our 100-percent Irish mother. We preferred to don clothes that we thought back then was representative of our Dad's 100-percent Italian heritage. Let's just say Mom made it known she wasn't happy with our decision. Kids can be so cruel sometimes.

Something all of us IE pros can do is use various “celebrations” each month to connect with our efforts to educate the public. For example, National Consumer Protection Week was the first week of March, April is Financial Literacy Month, and of course there’s always April 15th, or Tax Day, in the U.S.

Providing financial-related consumer information to the citizens of your state or province during these celebratory weeks and months are a quick way to connect with your ongoing public awareness activities.

Look for national non-profit organizations that are often behind the activity and you’re likely to find lots of free, usable content on their websites that you can use, such as template news releases and articles, videos and social media posts to use for your outreach efforts.

If you need more inspiration, [check out this list of unique](#), odd and (somewhat) unknown holidays and observances in April.



Why You Need a Social Media Strategy

A social media strategy outlines the goals, objectives and results you want to achieve using social media. The strategy should be included as part of your overall communications plan

that supports what your organization wants to achieve. To be most effective, social media must support your other communications outlets and vice versa.

[Here's an interesting column from Neil Patel](#), contributing writer at Forbes magazine, about why your social media strategy *isn't* working. Although the column is geared toward businesses, the examples he uses of what you should do are also beneficial for ensuring success in your state organization.



Inspiring Outsider: Don't Buy Stuff You Can't Afford

In this classic [Saturday Night Live](#) [skit](#) from 2006 with Steve Martin, Amy Poehler and Chris Parnell, Chris tries to educate Steve and Amy on the basics of saving and how to not spend money they don't have. Of course it's oversimplified but, in reality, the lessons being taught – if not easily learned – are basic enough that almost anyone should be able to grasp them.

I share this to demonstrate the power of a simple, short video to tell a story or provide key information, something I learned in my first social media course taught by the founders of [Mindset Digital](#). They stress that in today's fast-moving world, the

attention span for most people is only **8 seconds!** To engage your audience, content must be highly visual, high energy, informative/educational and FUN!

[so.me.](#) is a tiny list
full of BIG ideas.
[so.me.](#) is curated by IECs
for IECs.
[so.me](#) is social media, just for
you.



If you would like to curate a **so.me**.list, please email marissa.sollows@fcnbc.ca. **so.me.** is maintained by the online outreach and social media project group. For past editions of **so.me.** visit the [NASAA Social Media Center](#). If you don't have access to NASAA member's only, please contact Bob Webster at bw@nasaa.org.

FOLLOW FRIDAY (#FF)

Notable NASAA Member:

See how the [Kansas Office of the Securities Commissioner](#) uses social media to connect with their stakeholders.

TODAY'S so.me. CURATOR
Dan Orzano

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Outside of the office, Dan enjoys almost anything automotive including going to car shows, racing events and his annual trek to the North American Saab Owners Convention. He likes to attend Columbus-area arts and cultural activities, try new restaurants and explore all that central Ohio has to offer. Whenever time and money allow, he strives to get beyond the I-270 Outerbelt and travel the U.S. and overseas. His favorite destinations so far include Seattle and Stockholm, but other parts of the U.S. and Europe are on his travel bucket list. Additionally, Dan “pays it forward” by mentoring hundreds of college students who sought careers in public relations and communications. In 2004 he was named National Professional Advisor of the Year by the Public Relations Society of America.

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NASAA SOCIAL MEDIA CENTER

Need more guidance? Check out the NASAA member's only Investor Education section and visit the Social Media Center. Whether you're a social media pro or newbie, it's a good idea to review the [“Do's and Don'ts of Social Media”](#) section.
