

ASW 2011 FSA CoP Social Media Project Introductory E-Mail to Cooperators

Dear Financial Education Colleague:

Thank you for your interest in participating in the eXtension Financial Security for All (FSA) Community of Practice (CoP) *America Saves Week* (ASW) 2011 social media project. Attached you will find four files:

1. A description of the project (copy of ASW mini-grant application)
2. A file with 70 Facebook posts
3. A file with 70 Twitter messages (i.e., tweets)
4. Instructions to set up and use a Twitter account (Homework Assignment) step by step (if needed)

Please try to tweet (Twitter) and/or post (Facebook) as many messages as you can when you can: up to 9 messages per day on *America Saves Week* 2011 days 1 to 7 (February 20-26) and 7 messages on ASW day 8 (February 27). Try to space your messages out over the course of the day (e.g., morning, noon, late afternoon, evening) as your schedule permits (ideally one message every 60 to 90 minutes) OR use a scheduling application (e.g. Hootsuite) to automate the delivery and timing of your messages. Also consider using or adapting these messages for “traditional” outreach methods (e.g., newsletters, SSHW e-mail messages, and radio scripts) and feel free to use them after ASW as well as next week.

You can post these messages in one of two ways:

1. Retweet them from the FSA CoP Twitter account: <http://twitter.com/moneyXtension> or my Twitter account: <http://twitter.com/moneytalk1>
2. “Cut and paste” them from the attached files into your own personal Twitter and Facebook accounts

Here’s what you need to do to participate in this project step-by-step:

1. Set up a Twitter and/or Facebook account. You can use either one or both social media sites for this project as your time and interest level permits.
2. At least 3 days before the start of ASW campaign (i.e., before 2/17/11) establish a social media account to set a baseline measure for your social media reach. The two sites identified in step 3 below provide impact data but require at least 72 hours to recognize your existing or new Twitter and/or Facebook accounts.
3. If you are using Twitter, BEFORE your first ASW 2011 tweets, check your “influence level” (you’ll be asked about this on the follow-up evaluation). Go to <http://klout.com> and type your Twitter username in the space under “View Your Klout Influence Summary” and record your pre-ASW 2011 Klout score. Next, go to <http://www.peerindex.net/> and type your Twitter username in the box under the PeerIndex logo and record your PeerIndex score.
4. Tweet and post as many savings messages as you can during ASW2011. Please do not delete or make any changes to the links or the hashtag #eXasw because they are integral to our project evaluation methodology. Also, please send the evaluation survey link out a few times during *the week after* ASW (February 28-March 4). Simply embed the following link: <http://bit.ly/ExSurvey> (case sensitive) into your post-ASW posts and tweets.
5. Check your Klout and PeerIndex scores immediately following ASW 2011 and record them.
6. Complete the online evaluation survey (you will be set a link by e-mail at the conclusion of ASW 2011).

Any questions? Feel free to get in touch at 732-932-9155 (X 250) or oneill@aesop.rutgers.edu Once again, thank you for your participation in this important FSA CoP social media pilot project. We look forward to your participation and feedback. Collectively, we are sure to make a difference.

One final thing...if you missed the FSA CoP’s social media webinar (or want to view it again), here’s the link:

Title: eXtension Financially Secure for All Team 1/26/11 Social Media Webinar

Duration: 01:28:44

URL for Viewing: <https://connect.extension.iastate.edu/p52944724/>