

Social Media Posting Calendar

August 2023



SU	M	TU	W	TH	F	SA
		8/1	8/2	8/3	8/4	8/5
		Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
		Post link to Social Media(s)		(or long-form LinkedIn post)		
8/6	8/7	8/8	8/9	8/10	8/11	8/12
	Market Monday	Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
		Post link to Social Media(s)		(or long-form LinkedIn post)		
8/13	8/14	8/15	8/16	8/17	8/18	8/19
	Market Monday	Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
		Post link to Social Media(s)		(or long-form LinkedIn post)		
8/20	8/21	8/22	8/23	8/24	8/25	8/26
	Host Virtual Seminar	Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
	(Promote 6 weeks ahead)	Post link to Social Media(s)		(or long-form LinkedIn post)		
8/27	8/28	8/29	8/30	8/31		
	Market Monday	Blog Post	Wellness Wednesday	Drip Email		
		Post link to Social Media(s)		(or long-form LinkedIn post)		

Key

Wellness Wednesday

Market Monday

Drip Email

Webinar

Blog Post

Fun Friday Fact

Virtual Seminar

Social Media Posting Calendar

September 2023



SU	M	TU	W	TH	F	SA
					9/1	9/2
					Fun Friday	
9/3	9/4	9/5	9/6	9/7	9/8	9/9
	Market Monday	Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
		Post link to Social Media(s)		(or long-form LinkedIn post)		
	LABOR DAY					
9/10	9/11	9/12	9/13	9/14	9/15	9/16
	Market Monday	Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
		Post link to Social Media(s)		(or long-form LinkedIn post)		
RPAG'S NATIONAL CONFERENCE						
9/17	9/18	9/19	9/20	9/21	9/22	9/23
	Host Virtual Seminar	Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
	(Promote 6 weeks ahead)	Post link to Social Media(s)		(or long-form LinkedIn post)		
9/24	9/25	9/26	9/27	9/28	9/29	9/30
	Market Monday	Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
		Post link to Social Media(s)		(or long-form LinkedIn post)		

Key

Wellness Wednesday



Market Monday



Drip Email



Webinar



Blog Post



Fun Friday Fact



Virtual Seminar



Social Media Posting Calendar

October 2023



SU	M	TU	W	TH	F	SA
10/1	10/2	10/3	10/4	10/5	10/6	10/7
	Market Monday	Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
		Post link to Social Media(s)		(or long-form LinkedIn post)		
10/8	10/9	10/10	10/11	10/12	10/13	10/14
	Market Monday	Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
		Post link to Social Media(s)		(or long-form LinkedIn post)		
	COLUMBUS DAY					
10/15	10/16	10/17	10/18	10/19	10/20	10/21
	Market Monday	Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
		Post link to Social Media(s)		(or long-form LinkedIn post)		
10/22	10/23	10/24	10/25	10/26	10/27	10/28
	Host Virtual Seminar	Blog Post	Wellness Wednesday	Drip Email	Fun Friday	
	(Promote 6 weeks ahead)	Post link to Social Media(s)		(or long-form LinkedIn post)		
10/29	10/30	10/31				
	Market Monday	Blog Post				
		Post link to Social Media(s)				

Key

Wellness Wednesday



Market Monday



Drip Email



Webinar



Blog Post



Fun Friday Fact



Virtual Seminar



Content Repository

Updated 8/7/23



Title	Link	Tweet/Post Snippet
What's in a Benchmark?	https://insights.rpag.com/whats-in-a-benchmark	The designated benchmarks used within the Scorecard System were selected because they are the most appropriate and/or most commonly used indices in the marketplace. Read our article for some benefits of using the Russell benchmarks.
Participant Corner: Planning Financial Futures	https://insights.rpag.com/participant-corner-planning-financial-futures-2023	Personal financial planning is an ongoing, lifelong process. If we break it down into small, achievable tasks, it's a lot less daunting and can pay huge dividends to you and your family.
A More Nuanced 4% Rule?	https://insights.rpag.com/a-more-nuanced-4-rule	In December 2022, Morningstar adjusted its recommended starting annual withdrawal rate for balanced retirement portfolios upward from 3.3% to 3.8%. This new rate, however, is still less than the 4% figure commonly cited in financial planning literature.
Your Plan Fiduciary Must-Do and Should-Do Lists	https://insights.rpag.com/your-plan-fiduciary-must-do-and-should-do-lists	When you're a plan fiduciary, you are, of course, prioritizing what ERISA law requires of you. Here are some things to remember that you must do and some related things to consider whether you could do as a plan fiduciary and the reasons we think they are worth considering.
Benefits of Omnichannel Financial Wellness	https://insights.rpag.com/benefits-of-omnichannel-financial-wellness	Not all financial wellness plans are created equal, and boosting utilization rates can be an ongoing challenge. An effective omnichannel strategy can help plan sponsors engage more employees, regardless of their level of investing experience or financial literacy.
Participant Corner: Need a Tax Break?	https://insights.rpag.com/participant-corner-need-a-tax-break	You may be eligible for a valuable incentive, which could reduce your federal income tax liability, for contributing to your company's 401(k) or 403(b) plan. If you qualify, you may receive a Tax Saver's Credit if you made eligible contributions to a retirement savings plan.
Leveraging ChatGPT in Retirement Plan Management	https://insights.rpag.com/leveraging-chatgpt-in-retirement-plan-management	Plan sponsors can harness the immense power and utility of generative AI to provide better support to plan participants, but they must do so only after putting prudent processes and safeguards in place.
Is Your Retirement Plan "Catchy?"	https://insights.rpag.com/is-your-retirement-plan-catchy	Employers can help close the retirement savings gap by deploying several smart strategies aimed at increasing catch-up contributions. Here are a few ideas to consider implementing at your organization.
Dear Prudence: What is Prudence Anyway?	https://insights.rpag.com/dear-prudence-what-is-prudence-anyway	When it comes to monitoring and selecting investments, the responsibility lies with the ERISA fiduciary for managing your company's 401(k) plan, and this means the fiduciary is subject to ERISA's prudent man rule. What exactly is a prudent expert?
Participant Corner: The Advantage of Saving Early	https://insights.rpag.com/the-advantage-of-saving-early	The early bird really could get the worm, meaning individuals could be significantly better off starting as early as possible. There's no secret tips or tricks to investing that cite prior market events: just plain old math.

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Customized Content Is Good Medicine for Retirement Readiness	https://insights.rpag.com/customized-content-is-good-medicine-for-retirement-readiness	From recent college grads struggling with student debt to seasoned professionals planning an imminent retirement, participants' financial needs and goals are as diverse as the workforce they're part of. In response, many organizations have chosen to implement a multi-faceted financial wellness offering.
Closing the Auto-escalation Gap	https://insights.rpag.com/closing-the-auto-escalation-gap	SECURE 2.0 requires most new plans to automatically enroll eligible employees and auto-escalate their contributions by 1% annually. But sponsors of existing plans can help close the auto-escalation gap by implementing it as a default feature of their plan, allowing employees to opt out if they so choose. Here's more strategies for you:
The Six Types of Fiduciaries in Retirement Plans You Need to Know	https://insights.rpag.com/the-six-types-of-fiduciaries-in-retirement-plans-you-need-to-know	A retirement plan may have one or more fiduciaries who have distinct responsibilities, though many individuals and committees may serve in multiple fiduciary roles. Here is a brief overview of the categories of fiduciaries:
Participant Corner: How Much is Enough?	https://insights.rpag.com/participant-corner-how-much-is-enough	There are many formulas for figuring out how much money you need to retire. While thinking seriously about retirement finances is useful, for most people, these formulas may not come close to what your retirement actually looks like.
Connection to Future Self Is Key to Retirement Readiness	https://insights.rpag.com/connection-to-future-self-is-key-to-retirement-readiness	Research revealed that subjects with a stronger connection to their future selves were more likely to delay gratification and make more prudent financial choices. But how can plan sponsors help employees make the connection? Read our article to find out.
Beyond the Benchmark: Uncovering Additional Value in RFPs	https://insights.rpag.com/beyond-the-benchmark-uncovering-additional-value-in-rfps	When conducting three- to five-year live-bids, it can be tempting to hyper-focus on fees. Here are some considerations to keep in mind when assembling — and evaluating — your next RFP.
SEC Unveils “Swing Pricing” Proposal for Open-End Funds	https://insights.rpag.com/sec-unveils-swing-pricing-proposal-for-open-end-funds	At a recent conference held by the Investment Company Institute, the SEC proposed the policy of swing pricing to combat the adverse effects of fluctuations in buying/selling activity within the market.
Participant Corner: Build a Bright Retirement Future	https://insights.rpag.com/participant-corner-build-a-bright-retirement-future	Time is a critical factor in goal setting that can shape your financial objectives. With each day that goes by without financial contributions, the cost of reaching your goals may increase. Along your goal-setting journey, you may encounter various obstacles.
SECURE Act 2.0: Key Changes for 2024	https://insights.rpag.com/secure-act-2.0-key-changes-for-2024	To most, the SECURE Act 2.0 appeared to predominantly outline optional changes that go into effect over the span of 10 years. However, there are a few mandatory changes taking effect in 2024 that plan sponsors will need to comply with.
A Crisis of Confidence	https://insights.rpag.com/a-crisis-of-confidence	Employers can deploy several strategies to help raise workers' and retirees' confidence that they'll have enough savings to comfortably support themselves through retirement.

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Employees Want Financial Planning Support — and Aren't Afraid to Ask for It	https://insights.rpag.com/employees-want-financial-planning-support-and-arent-afraid-to-ask-for-it	Financial stressors including stubbornly high inflation and historic levels of credit card debt continue to impact workers across a wide range of income brackets. Employers who offer professional financial planning assistance may gain an advantage in the competitive labor market.
Participant Corner: Risk-proofing Your Future Personal Protection Strategies	https://insights.rpag.com/participant-corner-risk-proofing-your-future-personal-protection-strategies	Are you prepared for a secure financial future? Discover some key aspects of a comprehensive risk management strategy.