

Social Media Posting Calendar

February 2023



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

Key

Wellness Wednesday

Market Monday

Drip Email

Webinar

Blog Post

Fun Friday Fact

Virtual Seminar

Content Repository

Updated 1/30/2024



Title	Link	Tweet/Post Snippet
PEPs Demonstrate Benefits for University Plan Sponsors	https://insights.rpag.com/peps-demonstrate-benefits-for-university-plan-sponsors	When it comes to higher education institutions, pooled retirement plan structures offer a wide range of benefits, including exposure, as well as fewer administrative functions and more opportunities to provide educational resources, but why are they slow to being accepted.
Participant Corner: Navigating Retirement's New Horizons	https://insights.rpag.com/participant-corner-navigating-retirements-new-horizons	As we embrace the dawn of a new year, contemplating the departure of a loved one may not be the most festive topic, yet it's an essential consideration for any forward-thinking planner. When you initially chose your retirement plan, you were likely prompted to designate a beneficiary.
The Gen X Savings Crisis: How Plan Sponsors Can Help	https://insights.rpag.com/the-gen-x-savings-crisis-how-plan-sponsors-can-help	According to a survey from Schroder's, nearly half of non-retired Gen Xers, those born between 1965 and 1980, have not done any retirement planning whatsoever. So how can employers help their MTV Generation workers save?
Steering Participants Through Market Mania	https://insights.rpag.com/steering-participants-through-market-mania	Conversations on market volatility often conjure up nail-biting narratives about panicked sell-offs, as jittery investors rush to liquidate positions to avoid incurring further losses. However, it's important to acknowledge that market volatility has two faces.
Balancing Competitive Benefits Amid Budget Constraints	https://insights.rpag.com/balancing-competitive-benefits-amid-budget-constraints	It is crucial for companies to regularly benchmark and compare their benefits packages to their peers within the industry to maintain their competitive advantage and status. Offering a competitive benefits package, however, can be challenging for plan sponsors due to budgetary constraints.
Participant Corner: Strategies for Maximizing Workplace Retirement Benefits	https://insights.rpag.com/strategies-for-maximizing-workplace-retirement-benefits	Considering that more than 40% of employers now match employee contributions to retirement plans, taking advantage of this opportunity is crucial for improving your financial security. Even if your employer's contribution is modest, neglecting to participate means leaving money on the table.