

Social Media Posting Calendar

October 2024



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



Title	Link	Tweet/Post Snippet
Participant Corner: 7 Tips to Prepare You for Retirement	https://insights.rpag.com/participant-corner-7-tips-to-prepare-you-for-retirement	Starting retirement planning now will give you plenty of time to make the strategic changes and improvements that will bring your retirement goals closer to reality. Read this article for seven things you should know to strengthen your retirement strategy: [insert link]
Help Participants Avoid These TDF Missteps	https://insights.rpag.com/help-participants-avoid-these-tdf-missteps	Given the popularity of target date funds, plan sponsors should help ensure participants understand how their TDF works to maximize their potential benefits — and avoid common missteps that can undermine their retirement strategy.
Beyond Compliance: Make Every Comm Count	https://insights.rpag.com/beyond-compliance-make-every-comm-count	Optimizing your communications to connect with employees on a personal level, encouraging informed decisions, and fostering more active engagement with their retirement plans can help build a foundation of trust and confidence in the plan benefits — and the employer.
The Resurgence of the Automatic IRA Act	https://insights.rpag.com/the-resurgence-of-the-automatic-ira-act	The Automatic IRA Act of 2024 has been reintroduced and requires companies with more than ten workers to automatically enroll their workers in IRAs or other comparable automatic contribution plans, such as 401(k)s, if they do not currently offer a retirement plan. Learn more here: [insert link].
Participant Corner: Tax Tips to Maximize Retirement Savings	https://insights.rpag.com/participant-corner-tax-tips-to-maximize-retirement-savings	Tax-advantaged retirement accounts defer taxes until retirement withdrawals. Yet, taxes on other income sources like Social Security or part-time work earnings can impact you. To navigate these factors, crafting a tailored retirement income plan is crucial.
Cashing Out on Tomorrow: When Personal and Market Economies Diverge	https://insights.rpag.com/cashing-out-on-tomorrow-when-personal-and-market-economies-diverge	For plan sponsors, current market and economic conditions present a pressing imperative to educate participants on alternative strategies to help effectively manage debt and budgeting challenges — without jeopardizing retirement readiness.
Turning the Tide on Employee Engagement	https://insights.rpag.com/turning-the-tide-on-employee-engagement	Compared to four years ago, employees report feeling more disconnected from — and less satisfied with — their employers. With this in mind, a company's retirement plan can be leveraged as a powerful tool to help increase engagement and combat many of the negative sentiments among today's workers.
Millennials Redefining Retirement	https://insights.rpag.com/millennials-redefining-retirement	Millennials are changing the way people think about retirement. While some Millennials hope to retire at age 65, many see retirement as a stage of greater freedom in their lives rather than a total absence from the workforce.
Participant Corner: Navigating Health Savings: Your HSA Guide	https://insights.rpag.com/participant-corner-navigating-health-savings-your-hsa-guide	Health savings accounts (HSAs) have surged in popularity over the years. You may have encountered them, possibly as part of the benefits offered by your workplace. Click the link to see the answers to some frequently asked questions about HSAs.