

Jump\$tart Communications Committee Report

April 22, 2020

Presented By: Colleen Tressler, Communications Committee Chair

Committee

Communications Committee Chair: Colleen Tressler. Members: Audrey Cipriano, ICBA; Rachael Deleon, AFCPE; Jean Durr, FRB; Paul Golden, NEFE; Noelle Lane, NASAA; Laura Milner, FRB; Liz Ortiz, FDIC; Nick Paige, AFSA; Bob Webster, NASAA; and Vincent Young, SIFMA Foundation. Staff liaison: Amina Carter.

Update

The Communications Committee is currently:

- Employing the efforts of the committee members' support of NEC messaging through sharing social of media posts, posting updates to their site and sharing Jump\$tart messaging across platforms within their spheres of influence.
- Engaging new commitments from active members and developing new, innovative ways for the committee to assist Jump\$tart in amplifying our messages, and ensuring adherence to our unique value proposition in the financial literacy marketplace.
- Awaiting responses from inactive members for recommitment to the committee; and executing our plan to fill the vacancies for those inactive members who may not return.
- Developing a plan of action to keep our current audience engaged in light of our collective shifts due to COVID-19 and its impact on live events.

Website Updates: In Amina Carter's current role as Director of Operations and Marketing. A few of the projects that she has taken on have been revamping the Jump\$tart website, increasing engagement, and ensuring an easy, impactful and user-friendly interface for our end-user. In efforts to increase engagement we've done a few things. We have:

- Replaced fonts for better readability and clarity of messaging.
- Added color and different design elements to the website. Included in those changes are colored borders around pictures on the site, using brand colors in titles and headlines on various pages throughout the site. We will soon be rolling out changes to include different shapes of the existing frames for the pictures, to bring the users attention to certain elements and content on certain pages.
- Included video elements as a way to keep the user engaged.



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Social Media Stats

FACEBOOK		
	Q1 2020	Q4 2019
Followers	4.4k	4.4k
Traffic/Clicks	1297	1810
Engagement Rate	15.00	21.14

TWITTER		
	Q1 2020	Q4 2019
Followers	6.4k	6.3k
Traffic/Clicks	1202	1294
Engagement Rate	23%	10 %

WEBSITE STATS:	USERS	PAGE VIEWS	SESSIONS	BOUNCE RATE
Quarter 4 (2019)	633	992	887	84.58%
Quarter 1 (2020)	914	967	1000	88.03 %

The Q1-2020 numbers for social media are down from last quarter. Our

engagement in Quarter 4 was higher as a result of the National Educator Conference. The traffic always increases on our social media and the website as a result of the engagement around the conference. Looking at the numbers, links specific to the conference were getting more hits in the last quarter.

Reviewing our numbers, our engagement is actually up on certain posts, but the overall numbers are lower. We are currently focusing on new engagement tactics that include photos and video because based on recent engagement, posts that incorporate these elements have an engagement rate that is about a 50% higher.

