

# The use of social media in pension communication ERAFP

Leuven, 5 february 2019

**43 000**  
employers

Mandatory, defined  
contribution, fully  
funded additional  
pension scheme

**€ 29.7**  
Bn AUM  
Market value as of  
31/12/2018

**Created in  
2005**



**100%**  
SRI

Positive net cash-  
flow above  
**€2bn** per  
year until 2025

**4,5** millions  
beneficiaries

**Institutional  
investor**



### Two communication objectives

- ➔ Assure the identity and improve the visibility,
- ➔ Strengthen the reputation of the Pension Scheme

### *via two axes*

- ➔ an institutional axis led by ERAFP,
- ➔ an operational axis implemented by Caisse des Dépôts in its role of administrative manager.



### Several actions implemented by ERAFP ...

- ➔ Institutional Conferences "Additional Retirement and Public Service"
- ➔ Awareness surveys for public employers and beneficiaries of the RAFP to better understand their expectations and the implementation of relevant tools
- ➔ The redesign of the RAFP institutional website - a clearer, more interactive central tool with new features developed in line with the needs of employers and beneficiaries



### ... each year strengthened and more targeted

- ➔ setting up quarterly newsletters *via* the RAFP institutional website
- ➔ online launch of the blog "The eyes of ERAFP" devoted to topics around SRI and the energy transition
- ➔ creation of beneficiaries and employers fact sheets
- ➔ creation of a downloadable employers communication kit via [www.rafp.fr](http://www.rafp.fr)
- ➔ Institutional meetings
- ➔ Realization of 10 tutorial videos providing answers to the main questions of beneficiaries and employers regarding the RAFP



At the same time, Caisse des Dépôts, in its role as administrative manager, informs employers and beneficiaries about their respective responsibilities and rights *via*, among other things:

- The processing of letters, emails and calls
- Sending "news flash" employers
- The organization of training / information sessions for employers of the FPT and the FPH
- Organization and participation in many exhibitions



### Analysys of the situation:

- a double communication between ERAFP and the Caisse des Dépôts that does not facilitate the use of social networks (who manages which media? who gives the angle of communication?...)
- no need of an established marketing strategy because mandatory retirement scheme
- a broad target with a central tool to reach them
- two different kind of information to communicate, one practical (number of points...) one more financial (investment strategy...)

### Goals to reach:

- increase website traffic to promote content
- increase the visibility of the information tools put in place
- have a relay of communication announcements
- create a professional network to relay the events set up



### Three social medias:

→ Twitter



→ LinkedIn



→ You tube



ERAFP's Twitter account is managed by the institution's communication department.

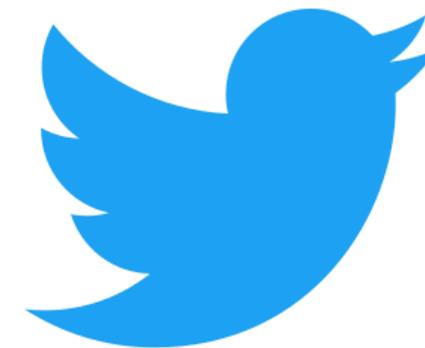
It aims to:

- ➔ Reinforce RAFP / ERAFP's identity among its targets;
- ➔ Improve the visibility of RAFP / ERAFP on social networks;
- ➔ Highlight ERAFP's initiatives on the topics of carbon and energy transition in particular.
- ➔ To be the relay of the communication of the Establishment (press releases, articles, videos ...)

It fulfills a triple mission:

- ➔ Inform our targets already familiar with ERAFP and RAFP of our actions, commitments, news;
- ➔ To reach those who know little or nothing about ERAFP and RAFP;
- ➔ Listen and follow what is said about ERAFP and RAFP.

External information if it relates to the institution's commitments may be published under conditions.



ERAFP's LinkedIn account is managed by the institution's communication department.

It aims to:

- ➔ reinforce RAFP / ERAFP's identity;
- ➔ enhance the know-how and expertise of ERAFP;
- ➔ highlight ERAFP's initiatives and events;
- ➔ to be the relay of the communication of the Establishment (press releases, articles, videos ...)



It fulfills a triple mission:

- ➔ inform our targets already familiar with ERAFP and RAFP of our actions, commitments, news, events;
- ➔ generate traffic to the website by attracting a targeted audience interested in our themes...that will become a communication relay.
- ➔ create a solid network on which to build to build relevant communication actions (exchanges of experiences, methodologies ...)

ERAFP's YouTube channel is managed by the institution's communication department.

It aims to:

- popularize messages
- reach a large audience
- reinforce RAFP / ERAFP's identity;



It fulfills a triple mission:

- enhance ERAFP's video creations
- explain in a fun way complicated messages (mechanisms and functioning of the RAFP for exemple)
- generate traffic on the website
- create a community

# Thank you for your attention

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