
MARCH 23, 2023

**AGENDA ITEM 9
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Marketing Update for ScholarShare 529

Background

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for ScholarShare 529 (Plan), has provided its “Q4 2022 Marketing Results” for the Plan. It includes an overview of the account and asset results for 2022 and outlines the budget and results for marketing activities completed in 2022, which include:

- Q4 2022 Achievements and Business Results
- 2022 Matching Grant Program
- CalKIDS Marketing, Paid Media, Social Media, and Tactics
- Campaigns, Results, and Creative
- Public Relations and Media Relations
- Social Media
- Employer Outreach
- Outreach Events
- 2022 Marketing Budget

In addition, the marketing update includes an overview of upcoming marketing activities planned for first quarter 2023.

Presenter

Doug Harrison, Senior Director, TIAA-CREF Tuition Financing, Inc.



Q4 2022 Marketing Results

March 23, 2023

Marketing Plan—Q4 2022 Achievements

	Goal	Strategy	Achievements
1	Gain New Accounts/AUM	Strategically use marketing resources to grow the plan by 39,270 new accounts and \$1.0158 billion in contributions.	<ul style="list-style-type: none"> • 33,760 new accounts were opened in 2022 (86% of target) • \$1.097 billion in contributions were received (107% of target) • The Holiday Giftcard Promotion yielded 1,820 new accounts during 10-day promotional window. Compared to 2021's campaign results were down by 4.8%.
2	Launch 2022 Plan Enhancements	Communicate plan enhancements that include Lower-Cost Portfolios and new ESG investing options to demonstrate industry leadership and strong fiduciary management.	<ul style="list-style-type: none"> • All year long, radio media outlets have requested interviews with Julio Martinez on plan enhancements and ESG investment options.
3	Increase Account Owner Diversity	Leverage the Matching Grant Program, CalKIDS, Local CSAs, strategic partnerships, and targeted media to increase the diversity of ScholarShare 529 account owners.	<ul style="list-style-type: none"> • Matching Grant and CalKIDS participation are having a positive effect on ethnic and income diversity in the ScholarShare account owner base.
4	Champion College Access	Implement new public relations strategy to further establish ScholarShare 529 and CalKIDS as champions of College Access.	<ul style="list-style-type: none"> • In the second half of 2022, CalKIDS media outreach included coverage of College Access issues.
5	Grow plan via Employers/RIAs	Continue to build relationships with employers (public and private) and registered investment advisors to attract new account owners.	<ul style="list-style-type: none"> • Supported TIAA Field Consultants and SIB Staff in gaining employer partnerships. Workplace Savings Program partnership additions for 2022: 54.
6	Enhance College Countdown	Manage the College Countdown program to serve the needs of mature account owners on the cusp of using their 529 savings.	<ul style="list-style-type: none"> • 95,974 visits since launch in Q3 2020 (96% of 100,000 target).
7	Launch CalKIDS	Promote the CalKIDS program to consumers and other stakeholders to increase awareness of this important stepping-stone for families.	<ul style="list-style-type: none"> • Display ad and radio campaign in 4 largest California media markets in Q4 generated 37 million impressions and 20,535 website visits.

ScholarShare 529 Business Results

Results

2022 results reflect market and environmental conditions.

Accounts and Contributions	December 31, 2021	December 31, 2022	% Change
Total New Accounts Opened	36,696	33,760	-8.0%
Total New Contributions Collected	\$1,202 million	\$1,097 million	-8.8%

Growth Rate	ScholarShare 529	Industry	% Difference
Annual Asset Growth Rate ¹	-3.52%	-11.81%	8.29%

Rollovers	YTD 2022		% Change
% of Plan Accounts Closed Due to Rollovers	< 2.0%	0.39%	-0.01%

Accounts and Assets	December 31, 2021	December 31, 2022	% Change
Total Open Accounts	374,083	390,596	4.4%
Total Assets ²	\$13.08 billion	\$11.56 billion	-11.7%
Market Share ³	4.805%	5.257%	0.452%

¹ ISS Market Intelligence – Q4 2022. Q4 Quarterly Growth Rate for ScholarShare 529 was 5.18%, versus 6.37% for all Direct Sold Plans. Excludes CalKIDS.

² Excludes CalKIDS.

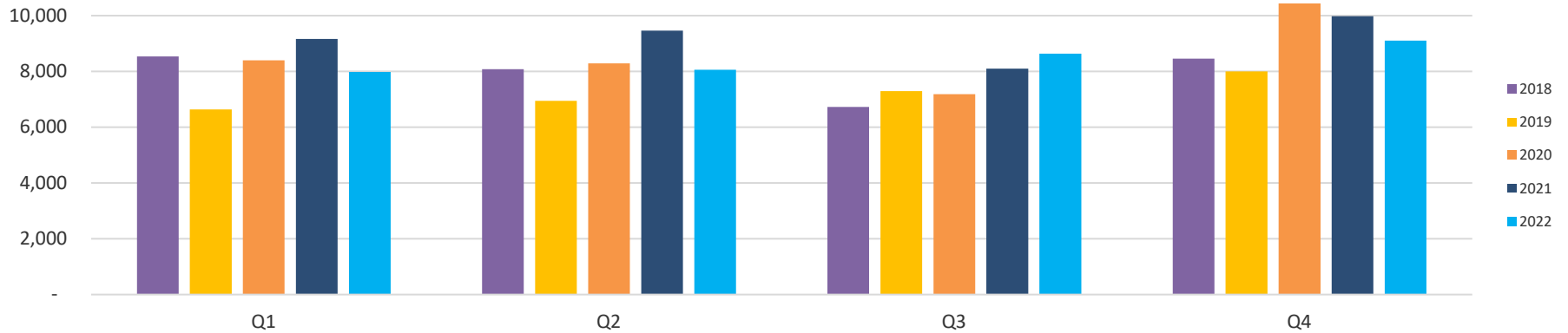
³ ISS Market Intelligence – Q4 2022. “Industry” represents all Direct Sold Plans.

New Accounts & Contributions*

Results

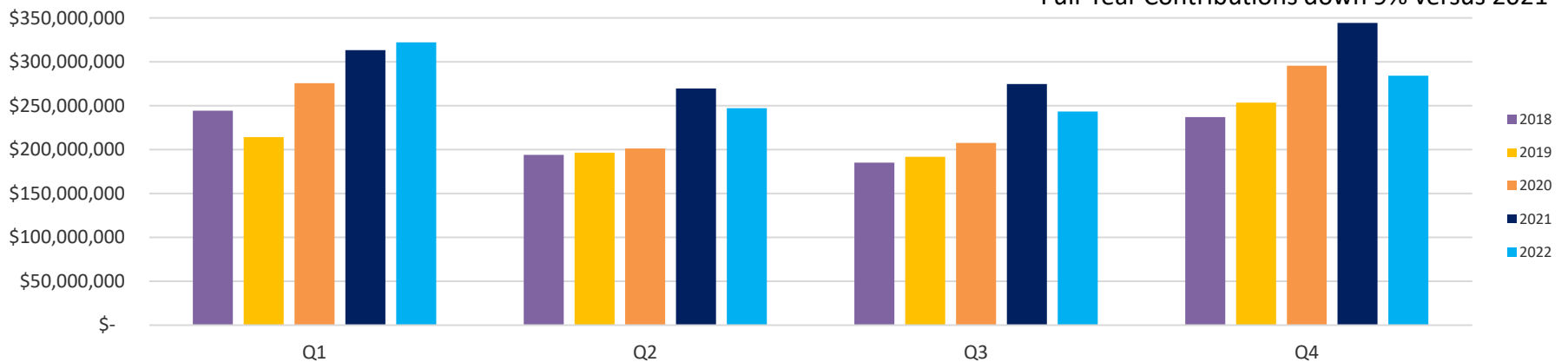
New Accounts

- Q4 2022 New Accounts down 4% versus Q4 2021
- Full-Year New Accounts down 8% versus 2021



Contributions

- Q4 Contributions down 17% versus Q4 2021
- Full-Year Contributions down 9% versus 2021



*Excludes CalKIDS accounts and contributions.

Matching Grant Program - 2022

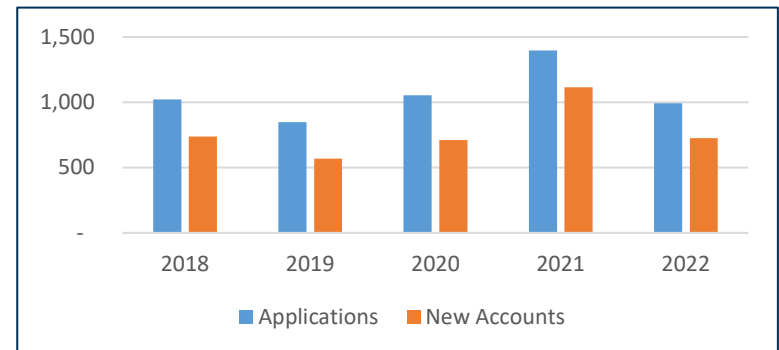
Engage
Underserved
Families

Program's fifth year successfully concluded on 12/31/2022.

Offer: \$200 dollar-for-dollar match for qualifying accounts opened in 2022. \$25 bonus for ACP set-up.
Target Audience: Low- to moderate-income California families.

Results as of 12/31/2023:

- 993 applications received
- 726 new accounts
- \$826,607 in contributions
- \$89,839 in grant deposited in 450 accounts



Qualifications:



To be eligible, you must be a resident of California.



Open an account for a beneficiary who will be 14 years or younger on 12/31/2022. The beneficiary cannot have an existing ScholarShare 529 account.



Be the parent or legal guardian of the beneficiary.



Have a household annual adjusted gross income of \$75,000 or less.



Have a Social Security Number or a Federal tax identification number. Your beneficiary must as well.

Matching Grant Program – 5 Year Summary

Engage
Underserved
Families

Overall Program Totals		
MGP year	# of Accounts - MGP Reward Recipients	Total MGP Amount Awarded
2018	486	\$94,136
2019	375	\$75,719
2020	524	\$108,870
2021	844	\$174,898
2022	450	\$89,839
TOTALS	2,680	\$543,462

ACP Totals		
# of Accounts w/ ACP established same year as Acct was opened	# of Accounts Still Open w/ ACP as of 2/15/2023	% of Accounts Maintaining ACP as of 2/15/2023
303	263	87%
275	235	85%
439	344	78%
673	553	82%
341	319	94%
2,031	1,714	84%

MGP Promotion Year	# of Accounts that Received MGP Promotion (Funded)	# of Accounts Still Opened as-of 12/31/2019	# of Accounts Still Opened as-of 12/31/2020	# of Accounts Still Opened as-of 12/31/2021	# of Accounts Still Opened as-of 12/31/2022	% of Accounts Still Opened as-of 12/31/2022
2018	486	475	461	455	452	93%
2019	375		360	356	345	92%
2020	524			522	512	98%
2021	844				837	99%
2022	450				450	100%
Total	2,679	475	821	1,333	2,596	97%

MGP Promotion Year	Total Assets of Accounts that Received the MGP Promotion	Assets as-of 12/31/2019	Assets as-of 12/31/2020	Assets as-of 12/31/2021	Assets as-of 12/31/2022	Growth of Assets since Promotion
2018	\$439,307	\$1,108,353	\$1,731,002	\$2,572,340	\$2,643,602	602%
2019	\$586,535		\$1,046,300	\$1,702,986	\$1,744,120	297%
2020	\$728,260			\$1,584,109	\$1,806,726	248%
2021	\$1,380,601				\$2,136,131	155%
2022	\$439,318				\$439,318	100%
Total	\$3,574,021	\$1,108,353	\$2,777,302	\$5,859,435	\$8,769,897	245%

Matching Grant Grantees - Insights

Engage
Underserved
Families

Grantees from 2018-2022:

- Have smaller households (45% 1-person household vs 31%)
- Are two times more often Hispanic (16% vs ~8%)
- Are younger than average account owners (23% <=34 vs 4% for AO's and 17% for New AO's)
- Are less likely to be married (48% vs 72% all AO's and 57% New AO's)
- Are half as likely to have a college degree (37% vs 75% all AO's and 68% New AO's)
- Are less affluent (avg household income \$87K vs \$151K all AO's and \$141K New AO's)
- Have less investment resources (23% > \$250K vs 69% all AO's and 60% New AO's)

Variable	MGP 2018	MGP 2019	MGP 2020	MGP 2021	MGP 2022	All MGP Grantees	Total Account Owners	New Account Owners (Past 12 Mos)
Ethnicity								
African American	1%	1%	1%	1%	2%	1%	1%	1%
Hispanic	21%	14%	14%	15%	18%	16%	8%	9%
East Asian	10%	10%	9%	9%	10%	10%	10%	10%
Western European	25%	26%	21%	20%	20%	22%	32%	27%
Eastern European	2%	2%	1%	2%	1%	2%	2%	2%
Other	41%	47%	54%	53%	50%	50%	47%	51%
Education								
Some High School	8%	8%	3%	5%	6%	6%	1%	1%
Completed High School	16%	17%	16%	18%	17%	17%	4%	7%
Some College	39%	38%	32%	30%	33%	34%	16%	24%
Completed College	33%	33%	34%	31%	29%	32%	55%	62%
Attended Graduate School	2%	1%	2%	2%	2%	2%	8%	6%
Household Income								
Average Household Income	\$82,768	\$83,636	\$82,108	\$92,084	\$87,792	\$86,800	\$151,049	\$141,165

Driving New Account Growth

Gain New
Accounts/
AUM

Audience	Objective	Tactics and Channels	Cadence
Prospect	<ul style="list-style-type: none"> • Awareness • Interest • Open new accounts 	<ul style="list-style-type: none"> • Search engine marketing • Web advertising • Email (EM) • Direct Mail (DM) 	<ul style="list-style-type: none"> • Seasonal and evergreen
Inquirers	<ul style="list-style-type: none"> • Open new accounts 	<ul style="list-style-type: none"> • Search engine marketing • Web advertising • Email • Direct Mail 	<ul style="list-style-type: none"> • Seasonal and evergreen
New AO's	<ul style="list-style-type: none"> • Fund and engage with account 	<ul style="list-style-type: none"> • Email 	<ul style="list-style-type: none"> • Evergreen
Account Owners	<ul style="list-style-type: none"> • Continued engagement and support • Fund accounts • Open additional accounts • New product engagement features 	<ul style="list-style-type: none"> • Primarily email and display • Limited direct mail • Limited web advertising 	<ul style="list-style-type: none"> • Seasonal and evergreen

Tactical Results YoY

Gain New
Accounts/
AUM

- Overall, the 2022 Holiday Promotion direct marketing tactics did not perform as well as in 2021, yet attributed new accounts were down just 4.8% versus 2021.
- A full analysis of the 2022 results was performed to identify opportunities for improvement in 2023.

Audience	2022 Q4 Engagement and Conversion Highlights	2021 Q4 Engagement and Conversion Highlight	YoY Q4 Comparison
Prospect	<ul style="list-style-type: none"> • Holiday Direct Mail/Email (DM/EM) generated 497 recurring contributions (RC) sign-ups 	<ul style="list-style-type: none"> • Holiday DM/EM campaign generated 726 RC sign-ups 	<ul style="list-style-type: none"> • Recurring contribution sign-up decreased year over year (YoY).
Inquirers	<ul style="list-style-type: none"> • 21% Email unique open rate • 6.5% conversion rate with 172 new accounts generated 	<ul style="list-style-type: none"> • 34% e-mail unique open rate • 12.6% conversion rate with 326 new accounts generated 	<ul style="list-style-type: none"> • Q4 email engagement dropped in 2022. • Q4 2022 saw a decrease in conversion rate from 2021.
New AO's	<ul style="list-style-type: none"> • 35% email open rate • 0.7% account upsell rate with 236 new accounts and 42% RC sign-up 	<ul style="list-style-type: none"> • 51% email open rate • 0.9% account upsell rate with 308 new accounts and 38% RC sign-up 	<ul style="list-style-type: none"> • Q4 email engagement declined. • Account upsell rate and new accounts were flat YoY. • Recurring contributions sign-up rate was up YoY.
Account Owners	<ul style="list-style-type: none"> • Holiday DM/EM campaign had a contribution rate of 38.8% and average contribution of \$1,087 	<ul style="list-style-type: none"> • Holiday DM/EM campaign had a contribution rate of 52.7% and average contribution of \$1,354 to date 	<ul style="list-style-type: none"> • AO contribution rate dipped YoY and the average contributions decreased by \$267.

Persistency of new accounts from incentive campaigns

Gain New
Accounts/
AUM

Each year since 2015, an incentive offer has been promoted to prospects and existing ScholarShare 529 account owners for 3-5 days around May 29 (529 Day):

Open a new ScholarShare 529 account with an initial deposit of \$50 and establish recurring contributions of \$25/month for 6 months and a match of \$50 will be deposited into the account.

91% of the accounts opened during the 529 Day promotions are still open

Balances in those accounts have grown **778%**, from \$12.8 million to \$112.4 million

79% of the accounts that registered for recurring contributions are still signed up

529 Day Year	# of Accounts Opened During the 529 Day Promotion (Funded)	# of Accounts Still Opened as-of 12/31/2015	# of Accounts Still Opened as-of 12/31/2016	# of Accounts Still Opened as-of 12/31/2017	# of Accounts Still Opened as-of 12/31/2018	# of Accounts Still Opened as-of 12/31/2020	# of Accounts Still Opened as-of 12/31/2021	% of Accounts Still Opened as-of 12/31/2022
2015	762	762	728	718	708	683	647	85%
2016	1,095		1,083	1,057	1,037	1,009	967	89%
2017	1,289			1,289	1,257	1,212	1,166	90%
2018	1,918				1,789	1,720	1,639	92%
2019	1,867					1,679	1,589	95%
2020	1,859						1,705	92%
2021	2,532						2,365	93%
Total	11,322	762	1,811	3,064	4,791	6,303	10,078	91%

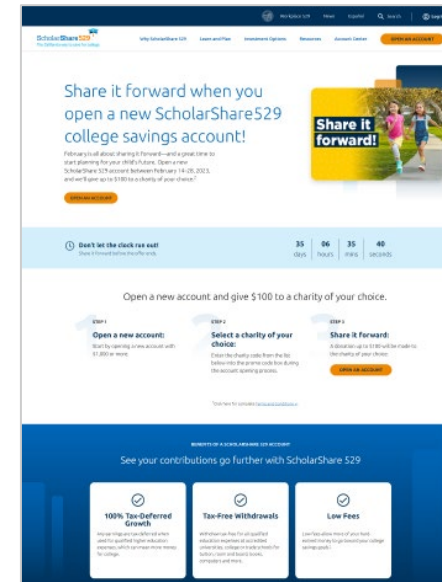
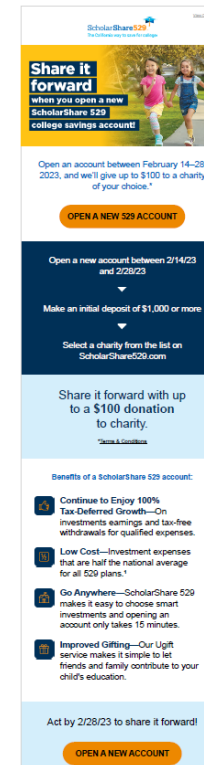
Share It Forward Campaign – February 2023

Gain New Accounts/
AUM

Campaign ran February 14 - 28. Forty-nine new account owners included a promo code when opening the account.

- Strategy** Incentivize new account opening with a donation of \$100 per new account to a select group of children’s focused California-based charities.
- Target Audiences** Prospects, Inquirers, and Existing AOs.
- Media** Emails
Direct Mail
Display
Landing Page
Home Page Messages

Non-Profit Group	Cause
916 Ink Sacramento	Arts-based creative writing and literacy nonprofit working to transform youth into strong readers, confident communicators, and published authors.
DIY Girls Pacoima	Working to increase girls' interest and long-term success in technology and engineering.
The Heal Project Half Moon Bay	Uses experiential farm-based learning to build environmental and nutritional literacy.
Rewritten San Bernardino	Provides fatherless and underserved children with the support they need to become thriving adults.
United Through Reading Bakersfield	Helps deployed California military personnel stay close to their children back home through a remote read-aloud story time program.
Youth 2 Leaders Education Foundation Bakersfield	Helps low income and underrepresented students plan and pay for college.



Public Relations: Q4 Recap

Outreach

Media relations initiatives through our PR agency drive coverage in print, online, and in broadcast. These mentions help prospects become familiar with our brand name and brand attributes.

Press releases are issued in both English and Spanish as we seek to gain attention in the English and Spanish press.



Category	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Insights
Mentions among top 10 direct-sold 529 plans	ScholarShare 529 was mentioned 188 times (34%) in the media nationally reaching over 388 million readers/viewers.	ScholarShare 529 was mentioned 86 times (30%) in the media nationally reaching over 220 million readers/viewers.	ScholarShare 529 was mentioned 239 times in the media nationally reaching more than 280 million readers/viewers.	ScholarShare 529 was mentioned 155 times (23%) in the media nationally reaching over 163 million readers/viewers.	Coverage of our investment line-up enhancements and reduction in fees fueled our mentions. English and Spanish media outlets are covering the brand regularly.

Press Releases Distributed:

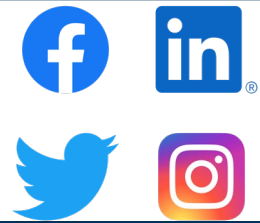
- December 6 – Open a New ScholarShare 529 Account, Get a \$50 Gift Card (Spanish version also sent same day).

Interviews with Julio Martinez:

- Audacy: San Diego
- Cumulus Modesto/ Stockton
- Salem Radio LA
- Audacy Sacramento
- iHeart Media Sacramento

The image shows a screenshot of a Business Wire press release and a Yahoo Finance advertisement. The Business Wire article is titled "Open a New ScholarShare 529 Account, Get a \$50 Gift Card" and is dated December 7, 2022. The article text states: "SACRAMENTO, Calif., December 07, 2022--(BUSINESS WIRE)--Just in time for the holidays, ScholarShare 529, California's official college savings plan, is offering a special incentive to encourage families to get started on their college savings journey. From December 7 through December 16, 2022, individuals who open a new ScholarShare 529 account with an initial deposit of \$50 and set up recurring contributions of \$25 or more for six consecutive months will receive a \$50 digital gift card to a retailer of their choice." A quote from Julio Martinez, Executive Director of the ScholarShare Investment Board, is included: "We are thrilled to offer this incentive to encourage families to start saving for college," said Julio Martinez, Executive Director of the ScholarShare Investment Board. "The cost of higher education is a big concern for many families so it's important to take the initial step of opening an account and starting the habit of contributing regularly to maximize savings potential." The article concludes with: "ScholarShare 529 is a tax-advantaged way to save for higher education. Withdrawals are free from state and federal taxes when used for qualified higher education expenses, such as..." The Yahoo Finance advertisement on the right is titled "Old tech not keeping up?" and features a "Shop Now" button. The Yahoo Finance logo is visible at the bottom right of the advertisement.

Social Media: Q4 Summary



Q4 Social media featured posts on College Countdown webinars, ScholarShare 529 as a savings resource, CalKIDS Program, Workplace Savings Program, the website refresh, and the Holiday Offer. Our social media efforts garnered approximately 170,000 impressions with 939 actionable clicks.

Goals & Objectives	<ul style="list-style-type: none"> • Showcase and promote webinars, general ScholarShare 529 capabilities, CalKIDS Program, and new Workplace Savings Program Partners. • Build awareness and positive opinion of ScholarShare 529 as a brand and partner with a major positive social impact in California. • Provide social care to current and prospective customers. 	
Key Strategies	<ul style="list-style-type: none"> • Utilized Facebook and LinkedIn advertising for the promotion of webinars, ScholarShare 529 new video series, and the Holiday Offer. • Utilized social media platforms to engage with parents, family members with children relatives, and gatekeepers. Ceased all content creation/activity on Twitter beginning November 2022. 	
Total KPI Results	<ul style="list-style-type: none"> • Total Followers – 77,389 <ul style="list-style-type: none"> ○ Facebook (EN.): 61,051 ○ Facebook (SPAN.): 12,336 ○ Instagram: 831 ○ LinkedIn: 273 ○ Twitter: 2,898 • Post Link Clicks – 939 minimum • Impressions – 169,248 <ul style="list-style-type: none"> ○ Facebook (EN.): 160,448 ○ Facebook (SPAN.): 952 ○ Instagram: 2,070 ○ LinkedIn: 3,012 ○ Twitter: 2,766 	<ul style="list-style-type: none"> • Engagements – 2,778 <ul style="list-style-type: none"> ○ Facebook (EN.): 2,311 ○ Facebook (SPAN.): 15 ○ Instagram: 60 ○ LinkedIn: 250 ○ Twitter: 142 • Messages Received: 123 <ul style="list-style-type: none"> ○ Facebook (EN.): 33 ○ Facebook (SPAN.): 0 ○ Instagram: 26 ○ LinkedIn: 3 ○ Twitter: 61

CalKIDS – Q4 Marketing Summary

Paid media campaigns kicked off in Q4 and will continue in 2023.

	Q4-2022
Public Website Visits	155,566 in Q4 2022 485,754 in Q3 2022
Letters Mailed	15,000 in Q4 2022 1,735,000 planned for Q1 2023
Press Mentions / Audience	155 Mentions
	163 Million in Audience
Paid Advertising	Radio, Display Ads
Social Media	Paid Social Posts

2022 Press Coverage:

	Q1-2022	Q2-2022	Q3-2022	Q4-2022
# of mentions	188	86	239	155
Total audience #	338 Million	220 Million	280 Million	163 Million

- Strategy: Establish awareness of and build trust in the CalKIDS brand among eligible families and influencers using radio and display ads
- Radio Ads
 - English and Spanish ads ran 11/14 to 12/25 in 4 major metro markets.
 - Ads generated a 41% lift in website visits over business-as-usual levels (typical lift for government or nonprofit campaigns is 8%).
- Display Ads: Click-Thru-Rates for Location-based and Audience-based targeting yielded a combined CTR of .19% --well above the standard benchmark for government campaigns of .1%-.15%.

Media	Impressions	Visits/Clicks
Radio	32,538,600	11,800
Display	4,607,270	8,735
Total	37,145,870	20,535



College prep to-do

- 👍 College apps submitted.
- ➡️ Check CALKIDS eligibility.
- ➡️ Register for CALKIDS!

Check eligibility and register now!

CalKIDS 

CalKIDS is a program by the State of California.

- Executed paid social strategy mid-Nov with goal of raising program awareness
- Media budget focused on Instagram reels and posts and Facebook posts with the goal of driving audiences to check eligibility and register.

CalKIDS – Q1-Q2 2023 Marketing Tactics



- Continued focus on building CalKIDS name recognition and trust among eligible families
- Newborns
 - Partnership with BDG Parenting to engage parents of CA newborns to register for CalKIDS through display ads and social media.
- School-Age Students
 - Vector Media: Targeted outdoor media in strategic locations in LA – bus stop signage near colleges, high schools/elementary schools.
 - School News Roll Call: Digital ads in newsletters in select school districts based on household income.
- Continue with paid social media with emphasis on promotion of regional consumer mailings.



Employer Outreach – Q4 2022

New WPS Partners:

1. Gavilan College
2. CIRE Equity
3. Jurupa Community Services District
4. City of San Dimas
5. Lee's Pottery DBA Trendspot
6. Paul Hobbs Wines

Field Consultant Activity

New WPS Partners	6
WPS Introductory Meetings	12
WPS Employee Webinars	45
Benefits Fair	22
One-on-One Consumer Consultations	278
ScholarShare Consumer Webinars	5
ScholarShare HR Webinar	3



Outreach Events Summary

SIB Staff attended the following events in Q4 to promote ScholarShare 529 to California families.

Timing	Number of Events	Estimated Number of Attendees	List of Select Events
Fourth Quarter 2022	84	14,975	California Public Employees' Retirement System, Western Municipal Water District, California Institute of Technology and Jet Propulsion Laboratory, Claremont College, NetGear, Santa Clara University, California Retired County Employees' Association, Coachella Valley Water District, Yorba Linda Water District, San Diego State University, ProSites, San Diego County Water Authority, Sony Interactive Entertainment, Azusa Pacific University, Huntington Library, Diablo Country Club, County of Ventura, Community College League Of California Conference, California School Boards Association Annual Education Conference.



Appendix

2022 Marketing Budgets

Category	2022 Budget	Spending thru 12/31/22
ScholarShare 529	\$10,000,000	\$10,000,000
CaKIDS	\$1,000,000	\$1,000,000
CaKIDS/MGP Incentives	\$450,000	\$450,000
Total	\$11,450,000	\$11,450,000

CaKIDS:

Paid Media - Digital Display, Radio, Sponsorships	\$	514,120
Public Website & Parent Portal - Design and Hosting	\$	238,131
Agency/Staff - Creative & Project Management	\$	154,525
Legal Fees	\$	57,671
Letters to Schools	\$	13,159
Social Media	\$	12,600
Printed Materials	\$	7,192
Events Supplies - Signage, Tablecloths	\$	2,601
Total	\$	1,000,000

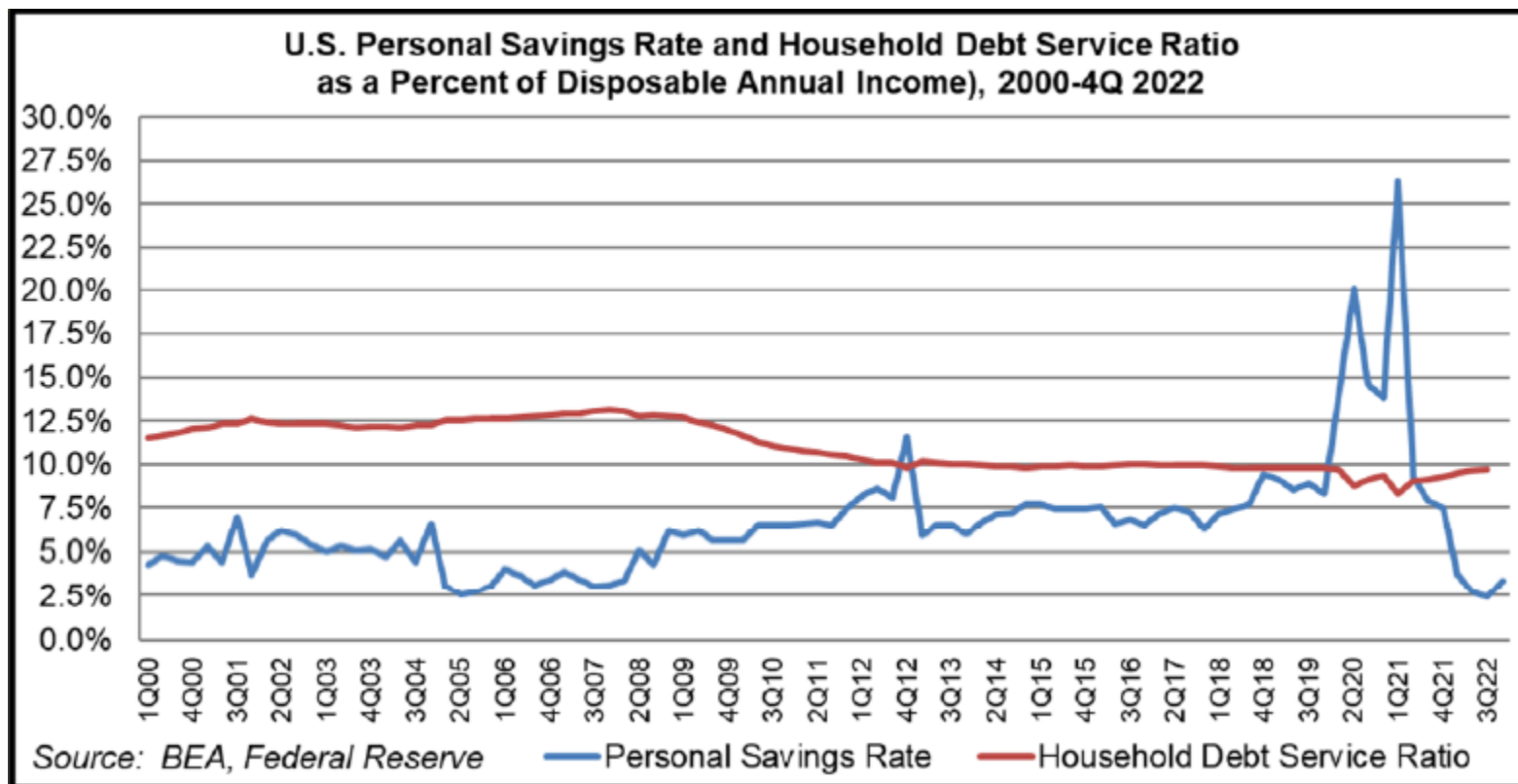
ScholarShare 529:

Category	Spending thru 12/31/22	%
Direct Marketing (DM, EM, Search, Display)	\$ 6,302,592	63%
Mass Media/OTT	\$ 1,541,145	15%
Agency Staff	\$ 1,009,716	10%
Incentives	\$ 418,811	4%
Public Relations	\$ 321,016	3%
Website	\$ 270,536	3%
Fulfillment	\$ 88,070	1%
Research	\$ 46,901	0%
Trademark	\$ 1,212	0%
TOTAL	\$ 10,000,000	100%

Display Ads & Search	\$	3,537,835
Direct Mail	\$	830,490
Email	\$	207,400
Agency Hours	\$	1,424,275
Web Analytics & Hosting	\$	302,592
Total	\$	6,302,592

Softening of New Account Openings reflects national decline in Personal Savings Rate

Current economic and world conditions create hesitancy among prospects in our sales pipeline.



Source: ISS 529 Quarterly Update 4Q 2022

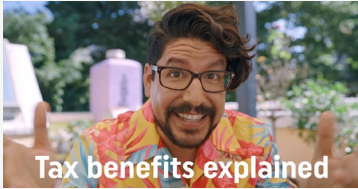
Social Media: Q4 Facebook Samples



ScholarShare California's 529...
Fri 11/4/2022 6:31 pm PDT

ScholarShare 529 helps families save for higher education. With ScholarShare 529, your savings can grow 100% TAX DEFERRE...

ScholarShare 529 - Tax Benefits Expla...

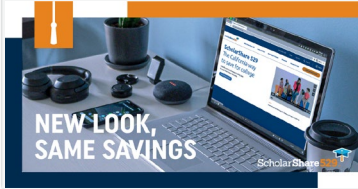


Total Engagements	691
Reactions	605
Comments	15
Shares	10
Post Link Clicks	18
Other Post Clicks	43

ScholarShare California's 529...
Tue 12/13/2022 10:09 am PST

Our ✨new✨ website makes searching for resources easy! Check out what the ScholarShare 529 team has been working ...

Welcome to ScholarShare 529




Total Engagements	455
Reactions	8
Comments	0
Shares	0
Post Link Clicks	348
Other Post Clicks	99

ScholarShare California's 529...
Wed 12/7/2022 12:59 pm PST

Give the gift of college savings this holiday season! Now through Dec. 16th, open a new ScholarShare 529 account with an initial...


Get a \$50 digital gift card of your ch...



Total Engagements	247
Reactions	21
Comments	0
Shares	7
Post Link Clicks	89
Other Post Clicks	130

ScholarShare 529 Plan de Ah...
Sat 12/31/2022 4:33 pm PST

¿Emocionado por lo que traerá el año 2023? ¡Esperamos un nuevo año de oportunidades para ayudar a los estudiantes a alcanzar su...




Total Engagements	3
Reactions	1
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	2

Social Media: Q4 Instagram Samples



S scholarshare529
Sun 11/6/2022 5:23 pm PST


ScholarShare 529 has a bunch of benefits! For making the most of your #collegesavings, ScholarShare 529 is unsurpassed. Learn more about on our website. #collegeprep



Total Engagements	9
Likes	8
Comments	0
Saves	1

S scholarshare529
Tue 12/20/2022 8:54 am PST


Calling all parents of newborns! Babies born on or after July 1st, 2022 can receive up to \$100 to get an early start on their college savings. Learn more about the CalKIDS Program at...



Total Engagements	6
Likes	3
Comments	2
Saves	1

S scholarshare529
Mon 10/17/2022 2:16 pm PDT


Ready to start saving for college? Join our Senior Consultant at @TIAA, Adal Padilla, for a conversation about the basics of saving and paying for college. Register now at bit.ly/3EJm6lp.




Total Engagements	6
Likes	5
Comments	0
Saves	1

Social Media: Q4 LinkedIn Samples




 ScholarShare 529
Mon 10/3/2022 6:06 pm UTC

The countdown is on! This Friday, Oct. 7, we'll join California Volunteers and 46 colleges and universities from across the...




Total Engagements	34
Reactions	18
Comments	2
Shares	4
Post Clicks (All)	10


 ScholarShare 529
Fri 11/18/2022 4:16 pm UTC

Be the #HR hero with workplace savings! ScholarShare 529 Workplace Savings program that can help your employees...

EMPLOYERS & ORGANIZATIONS




Total Engagements	25
Reactions	12
Comments	0
Shares	2
Post Clicks (All)	11

 ScholarShare 529
Wed 12/7/2022 9:02 pm UTC

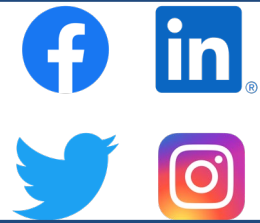
Give the gift of college savings this holiday season! Now through Dec. 16th, open a new ScholarShare 529 account with an initial...


Get a \$50 digital gift card of your ch...




Total Engagements	19
Reactions	7
Comments	0
Shares	5
Post Clicks (All)	7

Social Media: Q4 Twitter Samples




 @ScholarShare529
Mon 10/17/2022 9:20 pm UTC


Ready to start saving for college? Our upcoming webinar can help you get started. Learn about the basics of saving and payin...




Total Engagements	68
Likes	62
@Replies	1
Retweets	0
Post Link Clicks	0
Other Post Clicks	5
Other Engagements	0

 @ScholarShare529
Tue 10/18/2022 3:34 pm UTC


Did you know the @CalkidsProgram can help families start saving money for a child's college education? Accounts can be linked...



Total Engagements	31
Likes	4
@Replies	0
Retweets	5
Post Link Clicks	4
Other Post Clicks	18
Other Engagements	0

 @ScholarShare529
Fri 10/7/2022 6:25 pm UTC

Today, we're supporting a new generation of leaders as they become the first ever #CaliforniansForAll College Corps Fellows!



Total Engagements	8
Likes	2
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	6
Other Engagements	0