

APPENDIX 5

Sample Social Media Toolkit

Hashtags

#diverseassetmanagers
#managerdiversity
#DEI
#assetmanagers
#moneymanagers

Key Twitter Handles

Gather key Twitter handles from your institution's representatives, including board members, trustees, president, CIO, and CFO, as well as partners.

To get you started, here are a few partner handles:

@DAMInitiative, DAMI
@NAICPE, National Association of Investment Companies
@AmalgamatedBank, Amalgamated Bank
@AFSCME, American Federation of State, County, and Municipal Employees
@AFTunion, American Federation of Teachers
@Exelon, Exelon Corporation
@knightfdn, Knight Foundation
@RGandAssoc, RG+Associates
@SEIU, Service Employees International Union
@siliconvalleycf, Silicon Valley Community Foundation
@AAInvestment, The Association of Asian American Investment Managers
@ABFE, Association of Black Foundation Executives
@naaonline, New America Alliance
@NASPHQ, National Association of Securities Professionals

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Sample Tweets

We are excited to announce our efforts to increase #managerdiversity. Learn more by visiting: [link to institution website/announcement]

#DYK companies in top quartile of racial/ethnic & gender #diversity were 35% more likely to have above median financial returns? More here [link] #diverseassetmanagers

Investment in #diverse #moneymanagers is plain, smart business. Proud to announce our commitment to #managerdiversity. Learn more [link]

Sample Facebook Posts

We are excited to announce our commitment to increasing the racial/ethnic and gender diversity of the asset managers we utilize to manage our funds. Research studies demonstrate the benefit of diversity in achieving higher average returns. Learn more about our efforts here [link].

We are proud to announce our commitment to increasing the racial/ethnic and gender diversity among our asset managers, recognizing the benefit to the performance of our funds. Studies have shown that investment with diverse asset managers is plain, smart business. Learn more here [link].