



CollegeSavings
FOUNDATION

2017 Annual Conference

College Planning Challenges and the Role of 529 Plans

Evolution and
Trends in
Social Media



Moderator: Doug Harrison

- Senior Director, TIAA-CREF Tuition Financing, Inc.
- Lead Marketing for ScholarShare, California's 529 College Savings Plan



- Previously managed marketing for T. Rowe Price's Direct-Sold Plans with Maryland and Alaska

Panelist: Peter Prodromou

- Seasoned entrepreneur & veteran of the communications industry
- CEO, Racepoint Global – a full-integrated, global marketing services firm



- Extensive experience with leading Fortune 500 and Global 1000 firms
- Managed digital strategy for two presidential campaigns

Panelist: Christine Curatolo

- CEO at NJMOM.com, a successful online resource that serves 100K+ families in New Jersey

N J M O M

- 13 year marketing veteran working with Fortune 50 companies such as Lowe's, Costco, Target and Walmart
- Board of Directors for The Mommies Network, a 501(c) in over 60 cities across the USA
- Curates national partnerships with leading industry brands such as Whole Foods, AAA, Bugaboo, Britax, SPG Worldwide and Crayola

5 Social Media Trends for 2017

1. Participation Refresh
2. Disappearing Media
3. Live Video
4. AR
5. Simplification



#1 Participation Refresh

- Millennials are re-evaluating their social media platforms.
- Facebook usage continues to slip among younger audiences. Millennials, in particular, are tiring of Facebook's posturing culture.
- All other measured social media platforms are more popular with millennials than non-millennials (YouTube, Instagram, Pinterest, Twitter, and Linked In).



#2 – Disappearing Media



- Disappearing media is alluring to younger millennials, versus their older counterparts.
- Attributes once unique to platforms like Snapchat are being replicated by more mainstream players like Instagram.



#3 Live Video

- Live video is hot! Most major platforms have real-time video sharing capabilities now.
- vlogging, Q&As and sharing of life's moments is abundant.
- Lens and filtering enhance the videos more mundane qualities to keep things interesting.



#4 Augmented Reality (AR)

- AR – The widespread infatuation with Pokemon Go demonstrated millennial's appetite for Augmented Reality.



#5 Simplification

- Technology is increasingly tapped to make life easier.
- In 2017, consumers of every age will demand more seamless customer experiences, but millennials in particular will interact with technology to obtain it.
- Tension is expected to grow, however, between convenience and privacy. Duck Duck Go is competing with Google due to the lack of tracking it offers consumers.



Panel Discussion

1. Current and emerging social media trends



2. Compelling approaches from other industries that might have application in the college savings category

3. Risk management and exposure in social media

4. Getting it done – best practices

5. Engaging partners