



Social Media and the Fed: Past, Present and Future

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Video: Social Media Revolution 2011

<http://www.youtube.com/watch?v=3SuNx0UrnEo>

Social Media Landscape of the Federal Reserve System

MZ



	Twitter	Facebook	LinkedIn	YouTube	Foursquare	Blogs	Flickr	Scribd	SlideShare
Atlanta	1					4			
Board of Governors									
Boston	1								
Chicago	1					2			
Cleveland	4								
Dallas	3								
Kansas City									
Minneapolis	3					1			
New York	2					1			
Philadelphia	5								
Richmond	1								
San Francisco	1								
St. Louis	1								

Twitter: number = active accounts

Facebook: dashed box = inactive account or unofficial page

Last update: October 3, 2011



Social Media Case Studies Within the Fed

MZ



facebook

Search



Money Smart Week

By Federal Reserve Bank of Chicago (Albums) · Updated about 6 months ago



**SFFedReserve** SanFranciscoFedFacebook poll: Which #economics blog do you read the most?
<http://ht.ly/67B9S> @MarkThoma @zerohedge @calculatedrisk

19 Aug

Which economics blog do you read the most? ×

- ☐ Zero Hedge ...
- ☐ Marginal Revolution ...
- ☐ TheMoneyIllusion ...
- ☐ Calculated Risk ...
- ☐ Real Time Economics ...
- ☐ The Conscience of a Liberal ...
- ☐ naked capitalism ...
- ☐ Greg Mankiw Blog ...
- ☐ EconLog ...
- ☐ Ludwig von Mises Institute ...

35 More ▾

Asked By

Federal Reserve Bank of San Francisco
about a month ago · Share · Report

540 Votes · 18 Followers





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Backstory on QR Codes

- Created by Toyota in 1994
- Originally used to track manufacturing parts
- Fast forward to 2011 & they are prolific
- Used by a wide variety of industries now

Statistics

Just in June 2011:

- **14 million scanned a QR code or barcode**
- **58% of them scanned it from their home**
- **39% scanned from retail stores**
- **53% were men between the ages of 18 & 34**

Why?

They are your opportunity to bring virtual and physical worlds together!

Why?

Smartphone use is growing exponentially

By the end of 2011:

50% of mobile phones bought will be smart phones



FEDERAL RESERVE BANK
OF PHILADELPHIA

www.philadelphiafed.org

¹ Pennsylvania Workforce Investment Board, "Health Care Industry Partnerships and the Pennsylvania Center for Health Careers: The Interconnected Relationship," December 2010, available at <http://tinyurl.com/3hne8sw>.

² Institute of Medicine of the National Academies, "Retooling for an Aging America: Building the Health Care Workforce," Fact Sheet, April 2008, available at <http://tinyurl.com/6d8vbq2>.

³ This statistic is from the Bureau of Labor Statistics' Current Employment Survey from 2009.



During a visit to the Training and Upgrading Fund in February 2011, Arne Duncan (left), U.S. secretary of education; Henry Nicholas, president of District 1199C and of the National Union of Hospital and Health Care Employees; and Hilda L. Solis, U.S. secretary of labor, welcomed students who received asylum from Myanmar.



Susan Enzenhofer

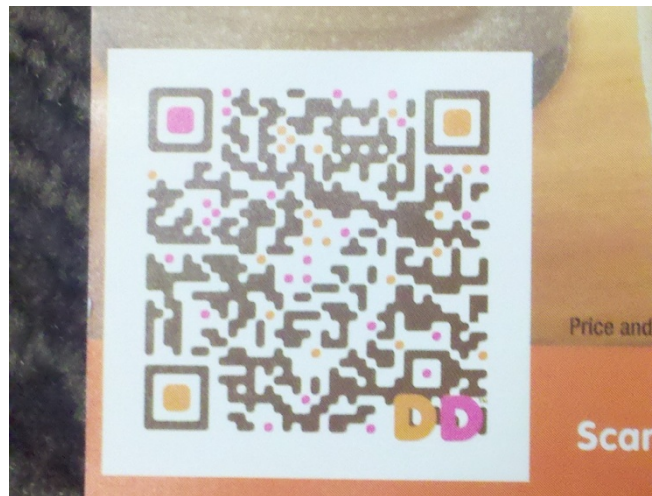
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QR Codes & The Fed?

- Your personal financial education teacher
- Business card of your FRB President
- Registrations
- Exhibit displays
- Parking Information



Calendar of Events

Homes Within Reach 2011

November 14–16, 2011, Hilton Harrisburg, Harrisburg, PA

The Housing Alliance of Pennsylvania's annual conference includes training and workshops on rental housing, homelessness, HUD and USDA Rural Development programs, low-income housing tax credits, transitional housing, tax-credit preservation projects, transit-oriented development, and other housing issues. For details, go to <http://www.housingalliancepa.org/>.

Reinventing Older Communities

May 9–11, 2012, Hyatt Regency Philadelphia at Penn's Landing

The Federal Reserve Bank of Philadelphia's Community Development Studies and Education Department will host its fifth biennial Reinventing Older Communities conference. The Reinventing conferences are typically attended by policymakers, community developers, bankers, researchers, funders, planners, and government representatives. For information, contact Erin Mierzwa at erin.mierzwa@phil.frb.org.



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Writing & Editing for Social Media

Why?

Something's getting out of the gate without you!

You've read it. You can write it. You can edit. You know best.

Be prepared.

You can prevents sins of omission, commission.

The Rules

Conversational

Informal

Drop the qualifiers. Yes, that's you. Mr. Economist.

Still needed: Grammar. Punctuation. Accuracy.

Call to action.

Promote others.

LIST

**ChicagoFed**
2:36pm via HootSuite
#FOMC: Have you seen the just released statement from the September meeting?
<http://ow.ly/6AZ3l> + \$fed

**SFFedReserve**
2:30pm via HootSuite
#FOMC Statement <http://ht.ly/6AYDX> +
#fed#economy
↻ 3 retweets

**AtlantaFed**

2:40pm via HootSuite

FOMC says it will swap \$400B of short-term securities holdings for longer-dated Treasuries by June 2012 <http://ow.ly/6AZs9>

**philadelphiafed**

2:41pm via HootSuite

FOMC maintains target range for federal funds rate & plans to extend average maturity of its holdings of securities. \$Fed <http://ow.ly/6AZtG>



#Hashtags

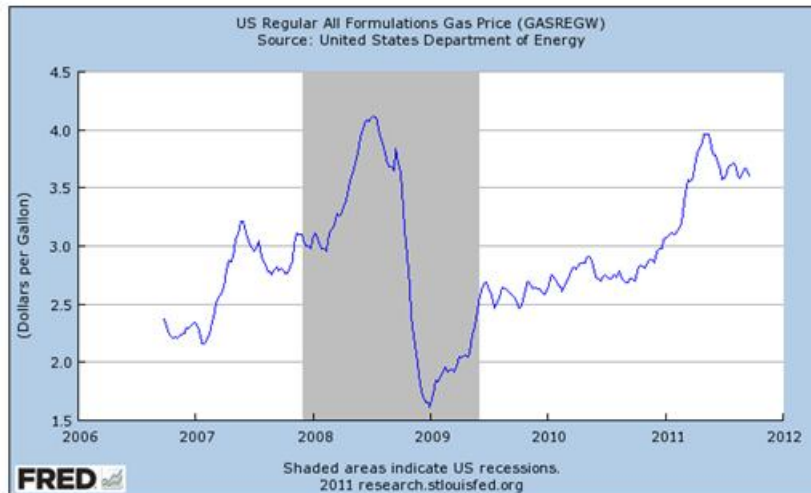
Exercise



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Graph: US Regular All Formulations Gas Price (GASREGW)

[Download Data in Graph](#) | [Print](#) | [PDF](#) | [Link](#) | [View Saved Graphs](#) | [Save Graph](#) | [Help](#)



Settings [Restore Defaults](#) | [Save Settings](#) | [Apply Saved Settings](#)

Graph**Line 1: US Regular All Formulations Gas Price (GASREGW)**Scale: Line Style: Line Width: Mark Type: Mark Width: Color: Observation Date Range: to Observation Quick Range: ☐ Custom ☐ 1yr ☐ 5yrs ☒ 10yrs ☐ MaxFrequency: Aggregation Method: **(a) US Regular All Formulations Gas Price (GASREGW), Weekly, End of Period, 1990-08-20 to 2011-09-19**Units: [Create Your Own Data Transformation](#)

My Tweet

\$3.601 is avg. price of a gallon of #gas in the U.S. See a graph of gas prices over time &/or create your own graph. \$Fed Bit.ly/pTZvcn

Lesser Known Social Media Channels: SlideShare

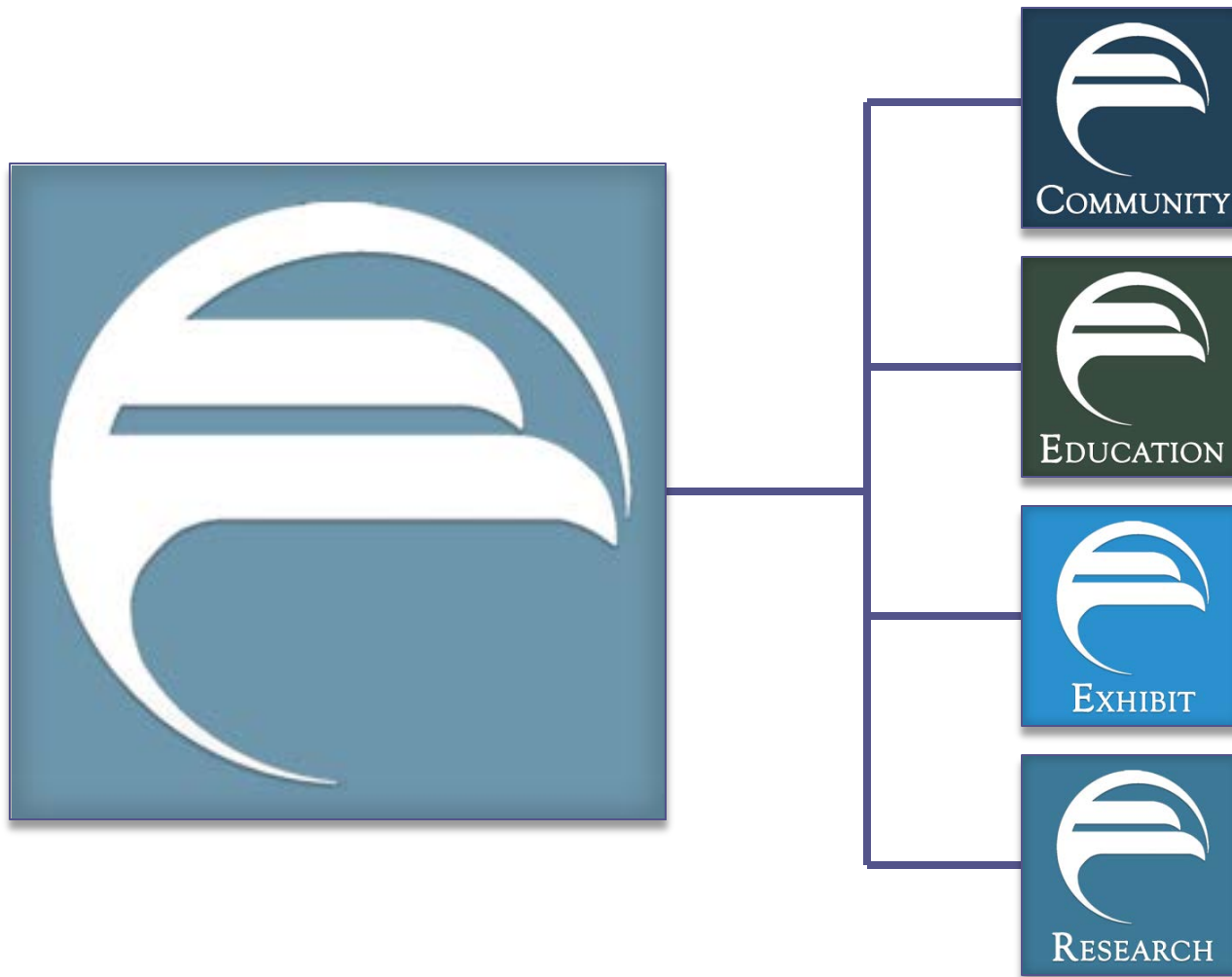
KD



<http://www.youtube.com/watch?v=JDk-4HYRK7o>

Branding & Designing for Social Media

MZ





Dallas Fed ✓

@DallasFed

The Dallas Fed serves the Eleventh Federal Reserve District: Texas, northern Louisiana and southern New Mexico.

<http://www.dallasfed.org>



Dallas Fed Econ Ed ✓

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<http://dallasfed.org/educate/>



Internet Recruiter ✓

@DallasFedJobs

We are proud of the work we do and we invite you to learn about the unique career opportunities we have to offer at The Dallas Fed.

<http://www.dallasfed.org/careers/careers.cfm>

A billboard for FOX 29's "Good Day Philly" program. The billboard features a photograph of two hosts, Sheinelle Jones and Mike Jerrick, smiling. The text "ALL DAY" is prominently displayed in large, bold, yellow letters. Below the photo, the names "SHEINELLE Jones" and "MIKE Jerrick" are written. The billboard also includes social media information: a Facebook icon followed by "gooddayphilly" and a Twitter icon followed by "@Good_Day_Phillly". At the bottom, the FOX 29 logo is shown next to the text "WEEKDAYS 4:25-10AM". A QR code is located in the bottom right corner of the billboard.

ALL DAY

SHEINELLE Jones

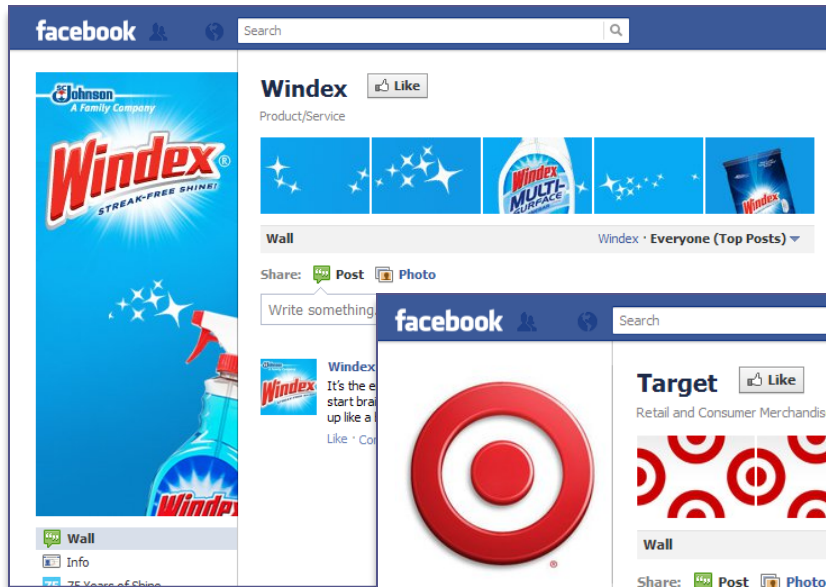
MIKE Jerrick

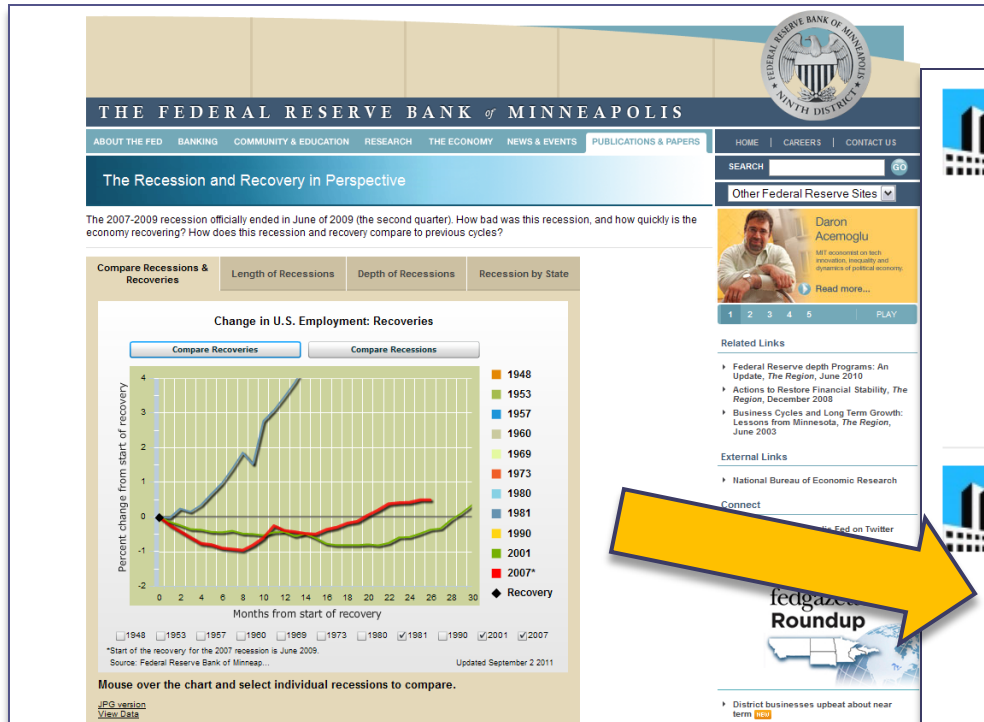
f gooddayphilly

t @Good_Day_Phillly

FOX 29 WEEKDAYS 4:25-10AM

QR Code





```
<meta content="http://www.yourwebsite.org/
yourimage.jpg" property="og:image">
```

```
<link href=" http://www.yourwebsite.org/
yourimage.jpg" rel="image_src">
```



Federal Reserve Bank of Minneapolis

District businesses upbeat about near term. Over the next three months, district firms expect revenues and profits to continue growing. fedgazette Roundup.



District businesses upbeat about near term - fedgazetteRoundup

minneapolisfed.typepad.com

As part of an ongoing effort to track the recovery of the Ninth District economy, the Minneapolis Fed conducted an ad hoc electronic survey of 330 business contacts from around the district (85 percent from Minnesota) in late August. The results indicate that businesses performed well over the pas...

Like · Comment · Share · Friday at 4:01pm



Federal Reserve Bank of Minneapolis

Timelines and charts tracking recoveries and recessions updated with revision to Q2 2011 GDP data.



The Recession in Perspective - Compares output and employment changes during the present recession

www.minneapolisfed.org

The 2007-2009 recession officially ended in June of 2009 (the second quarter). How bad was this recession, and how quickly is the economy recovering? How does this recession and recovery compare to previous cycles?

Like · Comment · Share · Thursday at 9:45am



Federal Reserve Bank of Minneapolis

The Generation Gap - The Region, September 2011. Study shows recessions hurt the old most and the young least. Explores working paper, "Intergenerational Redistribution in the Great Recession."



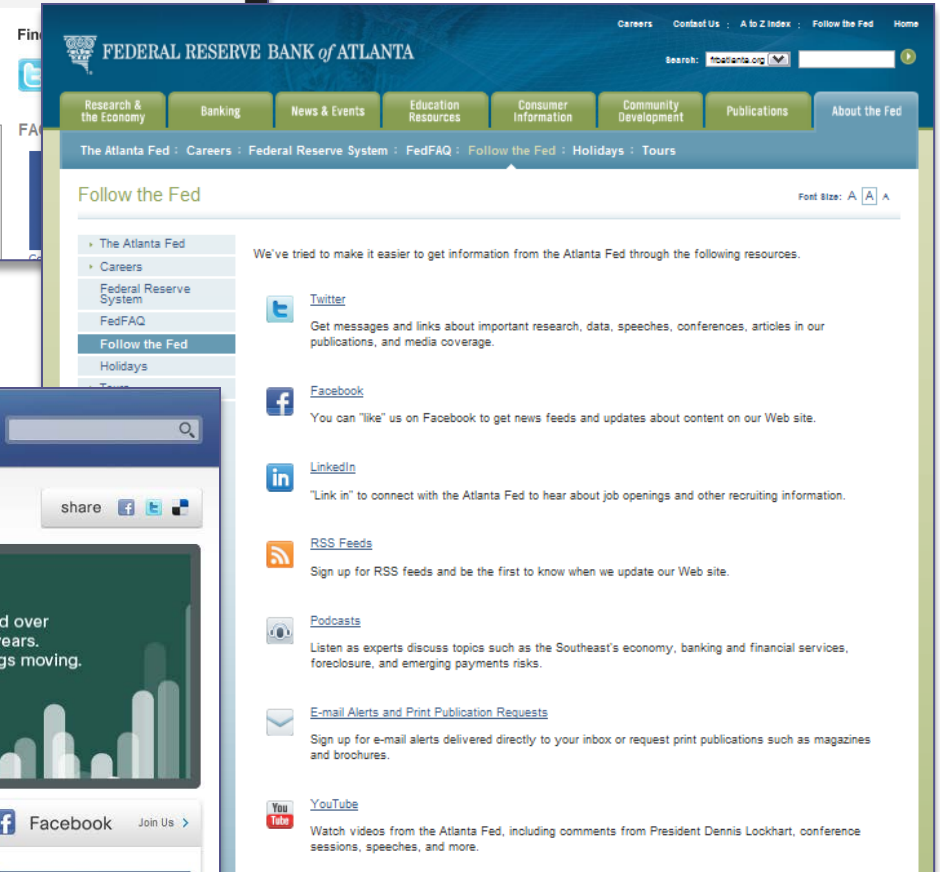
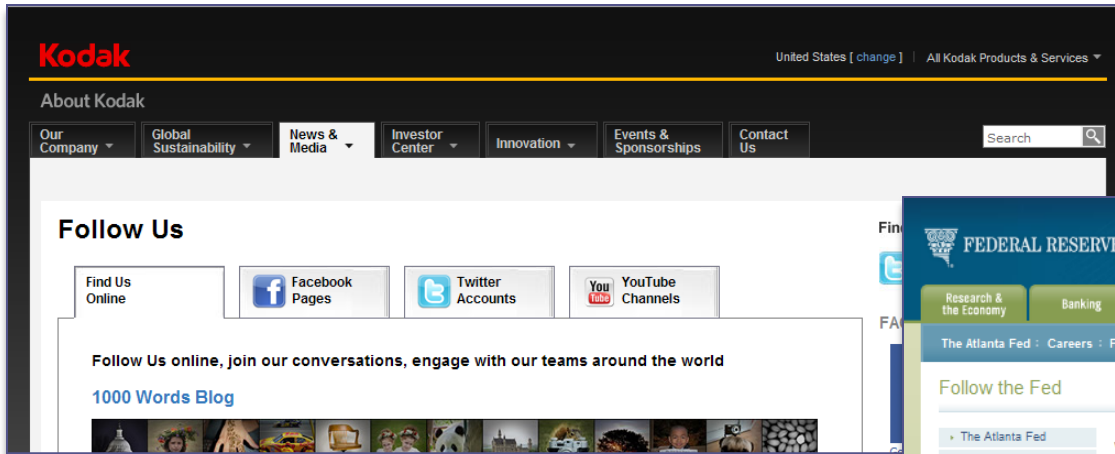
The Generation Gap - The Region - Publications & Papers | The Federal Reserve Bank of Minneapolis

www.minneapolisfed.org

Recessions hurt the old most and the young least, with an impact determined by asset sales of the middle-aged

Like · Comment · Share · September 28 at 2:34pm

2011 Editors and Designers Conference 11/3/2011



Lesser Known Social Media Channels: Scribd

KD



<http://www.youtube.com/watch?v=OfnFDbJUhfA>