

# FEDERAL RESERVE BANK OF CHICAGO MONEY SMART WEEK

**Money Smart Week Web Presence – Today & Tomorrow**  
September 20, 2013 - Chicago, IL

# Web and Social Media Presence

MONEY  
SMART  
WEEK®

- Website
  - ▣ Redesign 2.0
  - ▣ Important Resources
- Database
  - ▣ Fixes
  - ▣ Improvements
- Facebook
  - ▣ Strategy/Successes
  - ▣ Scavenger Hunt



# Website

## □ Redesign

### ▣ Separation of audiences

- Consumer – [www.moneysmartweek.org](http://www.moneysmartweek.org)
- Partner – [www.moneysmartweekpartners.org](http://www.moneysmartweekpartners.org) or .com

### ▣ Three Portals

- Events in your state
- Blogs, Contest and Resources
- Partners





# Inspiration


MONEY  
SMART  
WEEK®

Victory


About ▾BlogCalendarJoinVolunteer

SuggestionsContactEndorsementsDonate







★ PARTICIPATE ★



JOIN US  
*and spread the word*




VOLUNTEER  
*and make a difference*



CONTRIBUTE  
*for the change*

JOIN US

Get involved and help make the difference! »

 About Victory

CONNECT

# New Layout

MONEY  
SMART  
WEEK®

www.moneysmartweekpartners.org

☆ iPad teleprompter

MONEY SMART WEEK®

Find an Event About Us Kids Resources

FAQS Partner Organizations UBlog Contact

Twitter Facebook



★ PARTICIPATE ★

EVENTS  
in Your State

BLOGS  
Contests and Resources

PARTNER  
Host an Event

JOIN US

Get involved and help make the difference! »

 About Money Smart Week Partners

FIND AND EVENT OR ACTIVITY

IN YOUR STATE  
BLOGS, CONTESTS, AND

This is where you tell everyone about your nation. Explain who you are and what you



# Website

- ❑ Important Resources – Partner Section
  - ❑ Chair, Partner, and Media Kits
  - ❑ Chair call details
  - ❑ Money Smart Kid information
  - ❑ FAQ
  - ❑ National Partners
  - ❑ Logos
  - ❑ Reports

## Financial Literacy Games



# Database

- Improvements

- ▣ Zip code search

- ▣ Chair Access

- Approve events and pull reports

- Email new sign-ups in your region



# Zip Code

## Illinois

### Money Smart Week

There are currently no scheduled events but please check back periodically as events are added leading up to Money Smart Week.

Apr. 20 - Apr. 27

Sat.	Sun.	Mon.	Tue.	Wed.	Thur.	Fri.
20	21	22	23	24	25	26
27						

[Get all listings](#)

Time

☒ Ascending ☐ Descending

First Previous Next Last

Showing 0 to 0 of 0 entries

No data available in table

First Previous Next Last

#### Find Event by:

Zip Code

Radius  
☐ 5 miles  
☐ 10 miles  
☐ 25 miles

County  
-Select-  
Adams  
Alexander  
Bond  
...

Topic  
-Select-

Start Date  
-Select-

End Date  
-Select-

Keywords



# Chair Access – Events and Reports

Chair Main

## Chair Main

Campaign Functions:

Illinois ▼

Events Manage

Reports Manage

You are logged in as:

tiffmbutler@comcast.net

Chair

Logout Manage Profile

Find Event by:

Zip Code

Radius  
☐ 5 miles  
☐ 10 miles  
☐ 25 miles

Event ID

County  
-Select-  
Adams  
Alexander  
Bond  
-

Topic  
-Select- ▼

Start Date  
-Select- ▼

End Date  
-Select- ▼

Keywords

Reset Find

# Chair Access – Approve Events Enter Attendance

[Chair Main](#) > [Events](#)

## Events

Create an Event

1087 results

<< first < prev 1 2 3 4 5 next > last >>

ID	Title	Topic	County	Status	Actions
2984	Building a Better Budget	Basic Banking Services	Cook	Hidden	<a href="#">Edit</a>
2986	Foundations of Investing	Personal Finance 101/Budgeting	DuPage	Past	<a href="#">Survey</a>
2987	A Woman's Guide to Money M...	Money Management for Women	DuPage	Past	<a href="#">Survey</a>
2988	ID Theft, Scams and Fraud	Identity Theft/Investment Scams/Financial Fraud	Sangamon	Past	<a href="#">Survey</a>
2989	The Basics of Budgeting	Personal Finance 101/Budgeting	Sangamon	Hidden	<a href="#">Edit</a>
2990	ID Theft, Scams and Fraud	Identity Theft/Investment Scams/Financial Fraud	Macon	Past	<a href="#">Survey</a>
2991	Dave Ramsey's Financial Pe...	Healthy Habits that Save	Sangamon	Past	<a href="#">Survey</a>
2992	Dave Ramsey's Financial Pe...	Healthy Habits that Save	Sangamon	Past	<a href="#">Survey</a>
2993	The Basics of Budgeting	Personal Finance 101/Budgeting	Logan	Past	<a href="#">Survey</a>
2994	Homebuyer Education Semina...	Housing/Mortgages/Foreclosures	Sangamon	Past	<a href="#">Survey</a>

1087 results

<< first < prev 1 2 3 4 5 next > last >>

# Chair Access – Reports

## Illinois

Apr. 20 - Apr. 27

[Chair Main > Reports](#)

### Reports

[At a Glance Report](#)

[Custom Reports](#)

[Print Calendar Export](#)

[Back](#)

# Chair Access – Email sign-ups



Money Smart Week New User Weekly Report - Message (HTML)

**File** Message Adobe PDF

You forwarded this message on 9/16/2013 9:39 AM.

From: ☐ frbc-msw@chi.frb.org  
To: ☐ CHI Money Smart Week Partners; ☒ Butler, Tiffany; ☐ Torres, Alejo  
Cc:  
Subject: Money Smart Week New User Weekly Report

Newly Registered Users

First Name	Last Name	Email	Campaign	Company	Role
Nancy	Carver	<a href="mailto:carvern@ecgrl.org">carvern@ecgrl.org</a>	Georgia	East Central Georgia Regional Library System	Partner
Jon	Amtz	<a href="mailto:jarntz@cedarbrookfinancial.com">jarntz@cedarbrookfinancial.com</a>	Michigan	Cedar Brook Financial Partners, LLC	Partner
Stacey	Jones	<a href="mailto:sjones4kidsiluv@yahoo.com">sjones4kidsiluv@yahoo.com</a>	Iowa	Beginnings	Partner
Melissa	DeLucia	<a href="mailto:mdelucia@albertus.edu">mdelucia@albertus.edu</a>	Connecticut	Albertus Magnus College	Partner
Faith	Czamik	<a href="mailto:Faith.Czamik@bridgeviewbank.com">Faith.Czamik@bridgeviewbank.com</a>	Illinois	Bridgeview Bank Group	Partner
Michael	Kruse	<a href="mailto:bmpl@cnz.com">bmpl@cnz.com</a>	Indiana	Batesville Memorial Public Library	Partner
Monica	Dyson	<a href="mailto:mdyson@bankwithbos.com">mdyson@bankwithbos.com</a>	Illinois	Bank of Springfield	Partner

# Database

## □ New Features

- ▣ Event ID – Consumers

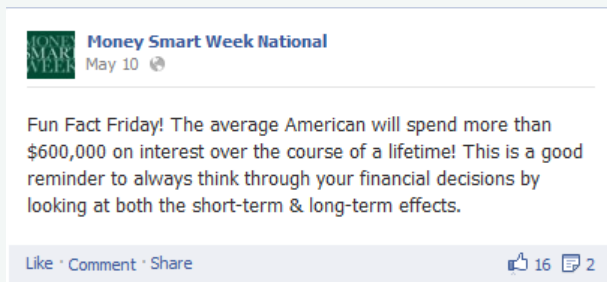
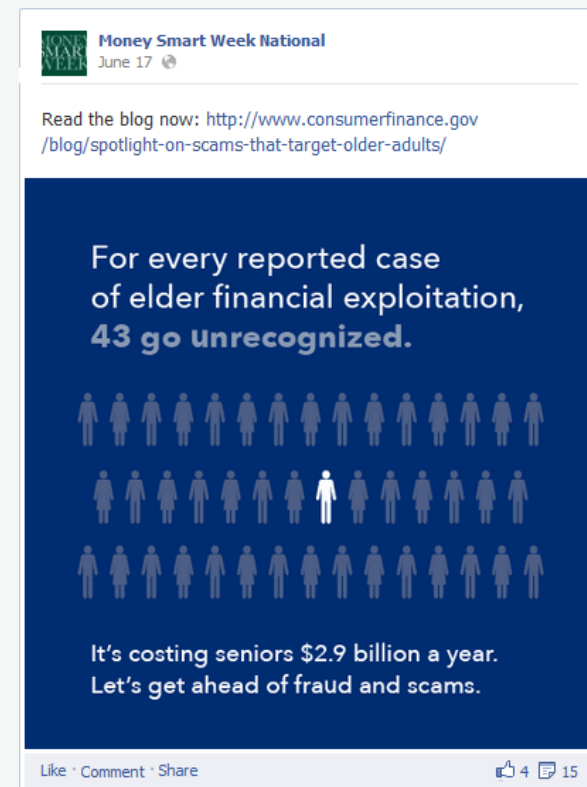
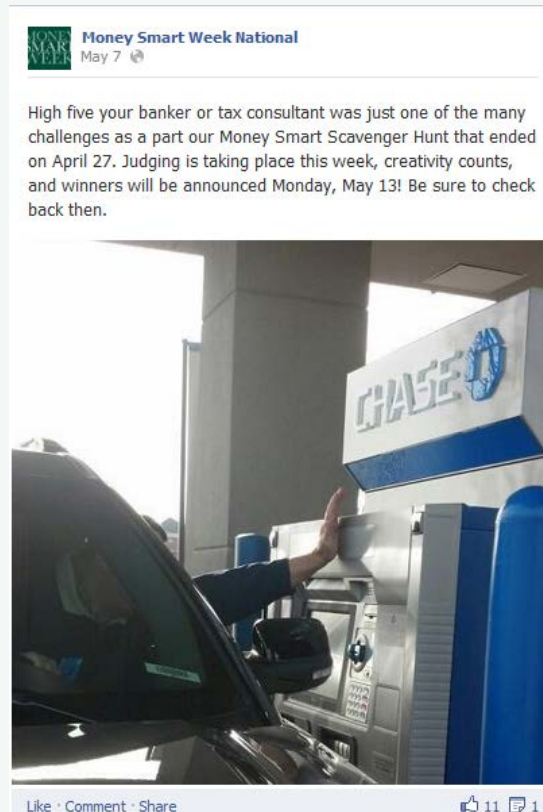
- ▣ Challenge – adding events/partners in multiple states





# Facebook

- Increase in likes and Strategy
  - ▣ Promoting the page vs. sponsored posts
  - ▣ Use of scavenger hunt with friends
  - ▣ Lighter tone
  - ▣ Fun Fact Friday
  - ▣ Infographics



# Money Smart Week



**Questions?**

## **Contact**

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