



SOCIETY OF ACTUARIES

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Letter From The President

STRONGER TIES

BY DONALD J. SEGAL

**“GOOD COMMUNICATION IS AS STIMULATING AS BLACK COFFEE, AND JUST AS HARD TO SLEEP AFTER.”—
Anne Morrow Lindbergh**

Hashtags, tweets, Flip, blogs? Ten years ago we barely heard these terms, if at all, and now they're becoming part of daily communication.

Like any association, the SOA wants to build stronger ties with members and candidates.

With financial, geographic and time restric-

tions, social media has become a quick, easy, affordable way to share ideas. This year we are focusing on social media tools so they become a more visible way of sharing info and starting a dialogue among members.

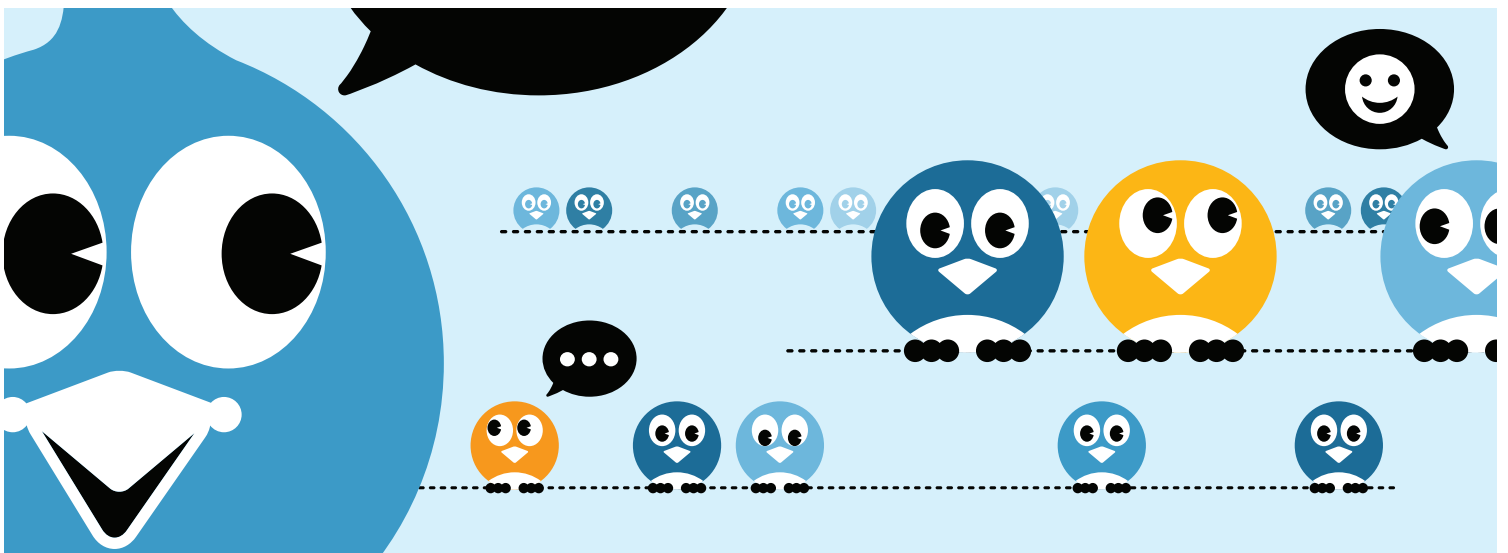
LINKING IN

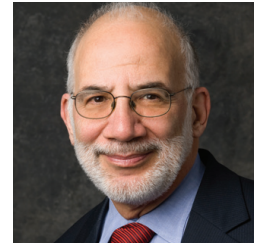
Are you on LinkedIn? LinkedIn is a great professional networking tool. The SOA group on LinkedIn already has more than 3,000 members, and I encourage you to join the group if you haven't already. Recent discussions include things like acting in the public interest,

prescription drug programs, and pension risk transfer. Several SOA sections also have their own groups on LinkedIn. This is an easy way to interact with other actuaries and future actuaries on topics of interest to our profession.

TWEETING

We are also launching an official SOA Twitter account (watch SOA website for announcement) in addition to my own ([Twitter.com/TheDonSOA](https://twitter.com/TheDonSOA)). Twitter is an easy way to hear what your colleagues are saying about the profession and topics relevant to our work





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like retirement, health care, insurance, etc. For the first time, several members will be “live tweeting” at the SOA Health Meeting. If you’re there, join in and tweet your perspectives on what you’ve learned at sessions, who you’re meeting with, and even the weather in Boston! And if you can’t be there, you can follow along on Twitter with the hashtag #SOAHealth11.

BLOGGING

We’re also gearing up to post more articles, news, updates and videos more regularly on the SOA blog, *Speaking of Actuaries* (blog.soa.org). Recent posts have run the gamut from election policies, to CPD, to the little QR codes that we’ve begun using in this magazine. The blog is a great place to engage in a discussion of issues affecting our profession, and I encourage you to join in!

VIDEO

Speaking of video, we plan to have more of that coming your way as well. If you’re at one of our larger meetings and see someone with a mini video camera, don’t be shy! It’s a great way to share your thoughts about the meeting, sessions you’ve attended, and even the people you’ve met, with your fellow members.

WHAT? NO FACEBOOK?

Not yet, but coming soon! Later this year the SOA is planning to launch an online community for candidates on Facebook. We know that our candidates are heavily involved in social media—so much so that they are more likely to get their news through an online feed than by reading a newspaper! The creation of this community on Facebook will allow candidates to engage in dialogue and get regular updates from the SOA.

IMPROVING THE SOA EXPERIENCE

We’ll be mixing a variety of these social media tools into the experience at our larger meetings to boost member involvement, whether you’re at the meeting or at your desk. I already mentioned how members will be tweeting live at the Health Meeting. This will also include blog posts live from meetings, video and more—all to create an enhanced learning and networking experience for members.

ACTUARIAL CLUBS

One of the best ways for actuaries to network is through their local actuarial club, and the SOA wants to be a greater resource to these groups. SOA staff, with an advisory team of club leaders, is developing ideas for a menu of services

and service standards that the SOA can provide to actuarial clubs.

I’ve spoken to several actuarial clubs throughout the year, and each experience reminds me of how unique and supportive our profession is. And with the inquisitiveness and enthusiasm of our candidates, the future of our profession is indeed bright!

Social media tools are great. However, like the Lindbergh quote in the beginning of this article, I’ve come to realize that it’s not the tool used, but the conversations produced that provide the most value. **A**

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