2020 VIRTUAL ANNUAL MEETING & EXHIBIT

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Actuaries Out of the Box: Engaging With Social Media

Amanda Hug, FSA, MAAA
Jing Lang, FSA, FCIA
Ronald Poon-Affat, FSA, FIA, MAAA

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Active participation in the Society of Actuaries is an important aspect of membership. While the positive contributions of professional societies and associations are well-recognized and encouraged, association activities are vulnerable to close antitrust scrutiny. By their very nature, associations bring together industry competitors and other market participants.

The United States antitrust laws aim to protect consumers by preserving the free economy and prohibiting anti-competitive business practices; they promote competition. There are both state and federal antitrust laws, although state antitrust laws closely follow federal law. The Sherman Act, is the primary U.S. antitrust law pertaining to association activities. The Sherman Act prohibits every contract, combination or conspiracy that places an unreasonable restraint on trade. There are, however, some activities that are illegal under all circumstances, such as price fixing, market allocation and collusive bidding.

There is no safe harbor under the antitrust law for professional association activities. Therefore, association meeting participants should refrain from discussing any activity that could potentially be construed as having an anti-competitive effect. Discussions relating to product or service pricing, market allocations, membership restrictions, product standardization or other conditions on trade could arguably be perceived as a restraint on trade and may expose the SOA and its members to antitrust enforcement procedures.

While participating in all SOA in person meetings, webinars, teleconferences or side discussions, you should avoid discussing competitively sensitive information with competitors and follow these guidelines:

- **Do not** discuss prices for services or products or anything else that might affect prices
- **Do not** discuss what you or other entities plan to do in a particular geographic or product markets or with particular customers.
- **Do not** speak on behalf of the SOA or any of its committees unless specifically authorized to do so.
- **Do** leave a meeting where any anti-competitive pricing or market allocation discussion occurs.
- **Do** alert SOA staff and/or legal counsel to any concerning discussions.
- **Do** consult with legal counsel before raising any matter or making a statement that may involve competitively sensitive information.

Adherence to these guidelines involves not only avoidance of antitrust violations, but avoidance of behavior which might be so construed. These guidelines only provide an overview of prohibited activities. SOA legal counsel reviews meeting agenda and materials as deemed appropriate and any discussion that departs from the formal agenda should be scrutinized carefully. Antitrust compliance is everyone’s responsibility; however, please seek legal counsel if you have any questions or concerns.
Presentation Disclaimer

Presentations are intended for educational purposes only and do not replace independent professional judgment. Statements of fact and opinions expressed are those of the participants individually and, unless expressly stated to the contrary, are not the opinion or position of the Society of Actuaries, its cosponsors or its committees. The Society of Actuaries does not endorse or approve, and assumes no responsibility for, the content, accuracy or completeness of the information presented. Attendees should note that the sessions are audio-recorded and may be published in various media, including print, audio and video formats without further notice.
Why we’re here:

To offer a business case for building your digital social media brand
&
Practical steps to do so
Meet your presenters: Amanda Hug, FSA, MAAA

- Financial Insights Delivery Lead
- Incoming SOA Board Member
- Past Vice Chair of Leadership & Development Section
- 6000+ followers on LinkedIn
- *The Power of Happy* trended at #1 article for 8 weeks on soa.org
- MBA from University of Chicago Booth School of Business
- Used to be a camp counselor
Meet your presenters: Ronald Poon-Affat, FSA, FIA, MAAA

Ronald Poon-Affat

'I was never a very athletic type growing up. In fact, I never thought of myself as a runner, especially since I grew up in Trinidad and Tobago and my countrymen produced world class track stars. I started to run when I was around 23 years old but never entered a race until I was in my early 40s. I discovered that while I may lack pure talent, I am very persistent.

'I was never very close to my father but when my mum passed away, I made the decision to get closer to my father. I asked him to design a running tattoo for me which I promised that I would get inked after my first marathon. I managed to do this in Sao Paulo in 2012 and dedicated it to my mother. For every future marathon I will darken one star.
Meet your presenters: Jing Lang, FSA, FCIA

- Product Manager at iptiQ
- SOA Podcast producer (20+ episodes)
- Vice Chair of Marketing and Distribution Section
- Co-editor at Reinsurance News, The Actuary Magazine, Seeing Beyond Risk
- Multimedia storyteller
- 2000+ followers on LinkedIn
- Almost got arrested while pursuing a story
Poll: What keeps you from engaging on social media for professional purposes? (check all that apply)

- I am private
- I don’t see the value
- No time
- Fear of being judged or criticized
- Other
1. When did you start and what motivated you to build your social media brand for professional purposes?
Poll: What platforms do you use for professional purposes? (check all that apply)

- Facebook
- LinkedIn
- Twitter
- TikTok
- YouTube
- Instagram
Poll: How often do you check LinkedIn?

- Multiple times a day
- Multiple times a week
- Multiple times a month
- What’s LinkedIn?
2. What social media platforms are you active on and why/why not?
"Pass the rib spreader." A Grey’s Anatomy scene I recently stumbled upon has new meaning for me.

After 10 years of binge-watching, for me Grey’s can no longer be simply a romantic comedy full of medical mumbo jumbo (EKGs! CT scans! coronary artery bypass grafts?). When Preston Burke, the cardiothoracic surgeon, made this request during an open-heart surgery, I froze in awe. Now I know exactly what that meant.

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In December 2019, my dad underwent a coronary artery bypass graft (CABG) surgery, following a heart attack. So much plaque clogging his arteries and blocking his blood flow...
Accomplishments

17 Publications
- Managing the in-force portfolio - Article on Actuarial Charity projects
- Included in March 2015 issue
- Predictive Modeling Presentation, Rio de Janeiro, Brazil
- My book review of "On the role of the actuary in a changing world"
- Predictive Modeling - Visão geral e tendências em desenvolvimento de produtos
- Brazil’s Health Insurance
- Brazilian Private Health Care Market—Ready for Lift Off
- Brazil Reinsurance Update (2011)
- Confessions of a Facebook Junkie
- Another Risk Management Book On The Best-Sellers List...
- Megatrends - Editorial
- Approaches to ERM – Building a Risk Map
- Opening of the Brazilian Reinsurance Market
- Disability Insurance Coverage
- Brazilian Health Market (1998)
- "The Untouchables - November Editorial"

3 Languages
- English
- Portuguese
- Spanish

2 Honors & Awards
- Society of Actuaries 2016 Presidential Award
- Recipient of 2015 Society of Actuaries Outstanding Volunteer Award
Amanda: YouTube
Poll: Why do you access LinkedIn? (check all that apply)

- Grow my professional network
- Stalk friends and coworkers
- Be visible to recruiters
- Gain exposure to new ideas
- Promote my ideas/company/business
Poll: What keeps you connected to the communities you’re in? (check all that apply)

- Friendships
- Common interests
- Sense of belonging
- Professional advancement
- Giving back
3. How has your personal social media presence influenced your career?
Jing: Connecting with likeminded people

Subject: "The Heart of the Matter!" Nice job!

Jing,
I just wanted to drop you a line to say that I really enjoyed your article in the Reinsurance News. As a living benefits actuary at RGA (LTD and CI), I clicked on your article out of professional interest...and was rewarded with a wonderful "story". It isn't every day that you find an actuary with a gift for words! Your article was informative, funny and very well written. Congrats.

Subject: Reinsurance Section - Article

Good morning Jing,

I just finished reading your latest article, The Heart of the Matter, and I just wanted to let you know that it really resonated with me! As someone who’s been interested in health and fitness for the past 10 years, it was refreshing to hear the call for action from a fellow actuary.

Often, it’s difficult to sift through the blurry of health “studies” and advice to really understand what matters. At its heart, it really comes down to the basics, as you mention in your article. I also appreciated the mention of Peter Attia! He’s been one of my favorite individuals in this space to follow and I’m glad to see he’s becoming more familiar in the insurance arena. If you haven’t already, I would highly recommend his podcast, The Drive. It’s refreshing deep dive on a wide range of health and life topics.

Canadian Institute of Actuaries (elections)

Subject: Found in Inbox

Jing,
I have been meaning to write for a while…

I am sad that you did not get elected to the Board of the Canadian Institute of Actuaries. I hope you consider running again and are successful the next time around.

I am amazed by your career path and very much enjoy listening to the SOA podcasts you host. To me, you are a living and breathing example of all that an actuary can do with his or her skills set. You are inspiring.

FW: Meet your candidates, National Volunteer Week, and upcoming town halls

Subject: Found in Inbox

Hi Jing,

Your name caught my eye below. I then clicked the link and read your profile. One of the Q&As by you led me to the newsletter:
aid=601736&issueID=63237
I really enjoy reading it which made me write this email.

Good luck with the election and you have for sure secured one vote! 😊
Ronald: Missing pieces of the Brazilian Covid-19 puzzle

Webinar, Brazilian Institute of Actuaries

Webinar, German Mathematical Association

Podcast - SOA
Amanda: New professional connections

Opportunity to Share Perspective

Hi Amanda, I live in Chicago and am a new professional at Booth. I’m currently applying to part-time MBA programs (Booth and Kellogg are my top choices) and want to hear more about your experience and decision-making process. I hope you find my email interesting and informative.

Hi Amanda, congratulations on being a candidate for the SOA Board of Directors! I saw your LinkedIn profile and was struck by your background and accomplishments. I’ve been active in the actuarial community for some time, and I’m excited to see the growth of our profession and the impact we’re making on the world.

Hi Amanda, I just wanted to share some thoughts on the recent election results. While the outcome may not have been what we hoped for, it’s important to remember the impact we’ve made and the work we can continue to do. Let’s stay united and keep fighting for what we believe in.

The Start of Friendships

Hi Amanda, I saw your profile on LinkedIn and was intrigued by your career journey. As a fellow traveler and adventurer, I’d love to hear more about your experiences and how we can support each other in our professional growth.

Hi Amanda, I saw you on LinkedIn and was struck by your profile. I recently moved to Chicago and am looking to connect with professionals in the area. I’d love to hear more about your experiences and what you’ve learned from your time at Booth.

Hi Amanda, I just wanted to express my gratitude for your recent contribution to the SOA election. I was impressed by your leadership and dedication to our profession. I hope you continue to make a positive impact in the future.

Hi Amanda, I’m so glad we connected on LinkedIn. I just wanted to thank you for sharing your insights and thoughts on the recent election results. I appreciate your honesty and openness, and I look forward to continuing our conversation.

If you want to get in touch, send me a direct message. I’m excited to connect and learn more about each other’s experiences and perspectives.
Other Benefits

• Job Opportunities
  • Recruiters can find you even when you’re not looking!
  • Extension of your resume/application

• Professional Opportunities
  • Multiply exposure and impact to your publications/presentations
  • Other members may pick up your content or solicit new content
  • Exposure to job-relevant people, information, and sessions

• Finding your tribe
  • Gather a group of like-minded people who share the same interest and drive

• Surprise your colleagues
  • Just when people thought they knew everything about you...
4. How can someone start building his or her digital brand?
Practical Steps to Take

• LinkedIn
  • Start with your resume content for a base profile
  • Focus on high impact sections: Headline, About, & Featured
  • Engage – comment on and reshare posts or content you find valuable
  • Post – post about your upcoming activities, link to past activities on profile
  • Blog – write about a topic of interest to you

• Writing Articles
  • SOA Section Newsletters – propose a topic to a member of the relevant section council

• Presenting
  • Local actuarial clubs – propose a topic to local planning committee
  • SOA meetings – respond on website to call for topics or call for presenters
  • SOA podcasts/webcasts – propose a topic to a member of the relevant section council

• Say hello to someone who inspires you
• Medium.com: Blogging without tears
5. Has any of your content "gone viral", how was that experience and is there any pitfalls around going viral?
The Social Dilemma
To Wrap Up:

Write down one action step you can take to better leverage your professional social media presence.
Word Cloud: In 1-2 words, describe what your action step will be!
Questions?
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