



ACTUARIES IN COMMUNITY



#ActuariesinCOMMUNITY



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IN COMMUNITY



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Campaign Mission

- Highlight how CAS members are sharing their passions and giving back to their communities.
- Promote stories of CAS members and their community service efforts beyond their roles as actuaries in the workplace.
- Foster engagement with CAS social media platforms to enhance the sense of connection and community amongst the CAS membership.



#ActuariesinCOMMUNITY

#ActuariesinCOMMUNITY Campaign Elements

Kickoff Announcement

Blog Post

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CAS NEWS
MEMBERSHIP / NOTICES TO MEMBERS

Presenting: Actuaries in Community Month!

06/01/2021



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As many CAS members know, actuaries are often involved in acts of service for their communities, be it actuarially related or not! To highlight our members' community service outside of the workplace, the CAS is launching our very own Actuaries in Community Month! This campaign is the third in our "Actuaries in..." series, following #ActuariesinPOP and #ActuariesinMUSIC.

Throughout the month of June, we will be sharing some of the best moments featuring CAS members and community on our LinkedIn, Facebook and Twitter platforms using the hashtag #ActuariesinCOMMUNITY. We also encourage members to keep an eye on the CAS Roundtable Blog for blog posts about the campaign!

It's not too late for you to be involved! If you have an act of community service to highlight (for you or a colleague), join in the conversation on social media with #ActuariesinCOMMUNITY, or email socialmedia@casact.org to be featured in the campaign. We hope you will join us in celebrating #ActuariesinCOMMUNITY!



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Rich Yocius, CAS Fellow



"Since last year I have been mentoring through Global Mentorship Initiative. GMI partners business professionals with underserved students to provide online (via Zoom) mentoring in business skills, job hunting, interview prep, etc. It is a structured program of 14 mentoring sessions that I schedule at the mutual convenience of my mentee and me. I recently completed the program with a young man in Rwanda and am now mentoring a stats/econ major in Jamaica. Many of the students are in Africa but some are in other countries including the US. Some students are in refugee camps and attend college online. They always need more mentors! If you'd like to participate or find out more, you can visit: www.globalmentorship.org."

Voices of Actuaries in Community

Posted on June 30, 2021 by Jess Whelan



Throughout the month of June, the CAS shared some of the best moments featuring CAS members and community on our LinkedIn, Facebook and Twitter platforms using the hashtag #ActuariesinCOMMUNITY. We received many wonderful submissions from our members sharing their stories of how they serve their communities. Read some of the highlights below:

Yvonne Palm, CAS Fellow



Blog post featured inspiring stories of actuaries giving back to their community.

Harsh Jaitak, CAS Candidate



"One of the most important things you can do on this earth is to let people know they are not alone. Specifically, when you are studying something as rigorous as actuarial science, it's important to give back to the wonderful community. I run a YouTube channel where I teach Python for actuaries and contribute to podcasts from actuaries around the world to provide direction to aspiring actuaries. I have also been helping aspiring actuaries by responding to questions and holding one-on-one sessions. I am an active volunteer and active speaker at CAS events. My goal is to spread the usefulness of wider applications of actuarial science and help in increasing awareness of the actuarial profession. I also help students prepare for interviews and increase their skills during one-on-one sessions free of cost."

Campaign Elements

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#ActuariesinCOMMUNITY



Our next [#ActuariesinCOMMUNITY](#) feature is [Lynne Bloom](#), FCAS! Lynne has been a dedicated Math Motivators volunteer since the program launched in 2019. She worked closely with the Actuarial Foundation staff and teachers to organize a weekly session at Mastery Charter - Hardy Williams and was a friend and motivator to all of the students, organizing snacks and games and cards with words of encouragement.



Lynne Bloom, FCAS



Mallika Bender, FCAS and 67 others

2 comments



Social media posts continued to showcase the integral roles CAS members play in their communities.



As we celebrate [#ActuariesinCOMMUNITY](#), we'd like to recognize [Paul Kinson](#), ACAS! Paul helped his employer to organize a donation of 250 copies of the American Academy of Actuaries book "The Magic School Bus Takes a Risk" to local elementary schools in New Hampshire!
<http://ow.ly/RAPU50FaKr3>



Paul Kinson, FCAS



Mallika Bender, FCAS and 44 others

4 comments

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For our next [#ActuariesinCOMMUNITY](#) feature, meet Susan Witcraft! Susan is a CAS member and a trustee of The Actuarial Foundation Board. Today we are showcasing her volunteering effort as a judge during this year's Modeling the Future Challenge Symposium! [@ActuarialFound](#)



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We are proud to feature [@BlackActuaries](#) for [#ActuariesinCOMMUNITY](#)!
[linkedin.com/company/intern...](#)



7:36 PM · Jun 28, 2021 · Hootsuite Inc.

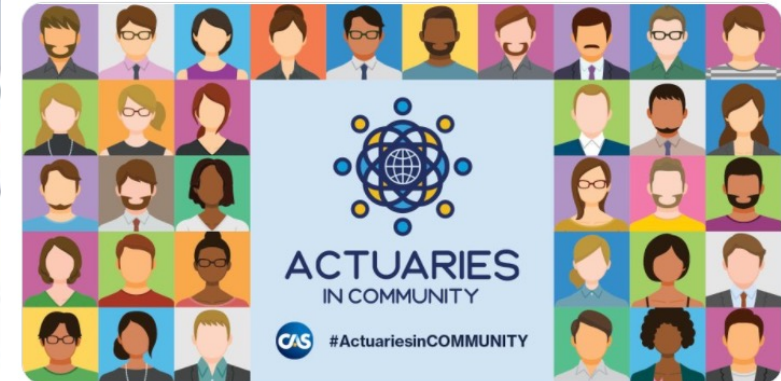
||| View Tweet activity

2 Retweets



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Attention CAS members! Are you – or any fellow actuaries – involved with activities in your community outside of the workplace? We want to hear from you! Send us a DM about how community action plays a role in your life! [#ActuariesinCOMMUNITY](#)
[casact.org/article/presen...](#)



Post Event Data

LinkedIn Data



 Post impressions

75K
impressions

 Post clicks

1.8K
clicks

 Page engagement

824
engagements

 Page reactions

765
reactions



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Post Event Data

Facebook Data



 Page impressions

15K
impressions

 Page content clicks

220
clicks

 Page engagement (all)

113
engagements



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Post-Event LinkedIn Data Comparison

Compared with previous month



 Page reach

36K
connections

↗ 7.3K from 29K

 Page clicks

1.8K
clicks

↗ 147 from 1.7K

 Followers

12K
followers

↗ 215 from 12K

 Page engagement

824
engagements

↗ 219 from 605

Facebook Data



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Post-Event Facebook Data Comparison

Compared with previous month

 Page impressions

15K

impressions

 **6.4K** from 8.7K

 Page content clicks

220

clicks

 **22** from 198



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Post Event Data Comparison

Compared with previous month

25.5 % Increase in LinkedIn Reach

36.4% Increase in LinkedIn Engagement

74% Increase in Facebook Page Impressions



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