



California State Treasurer  
**Fiona Ma, CPA**



[Home](#) | [Open Government](#) | [Careers](#) | [Contact](#)

Search



[Home](#) [CalSavers Home](#) [CalSavers Website](#) [CalSavers Contacts](#) [Board Members](#)

[Home](#) ->> [CalSavers](#) ->> Social Media Toolkit



## Digital Toolkit

This digital toolkit is designed to help you share information about CalSavers by connecting you with resources you can use for your social media accounts, web content, newsletters, and any other methods you might use to help spread the word.

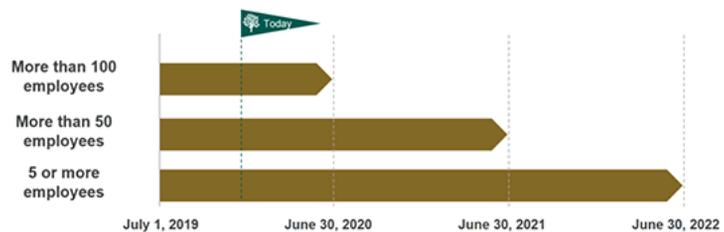
Hosting an event? We have an outreach team fluent in three languages (English, Spanish, Mandarin, and Cantonese) available for presentations, tabling, and more. For any requests, please contact our Outreach & Marketing Manager Jonathan Herrera at [JHerrera@sto.ca.gov](mailto:JHerrera@sto.ca.gov).

### 1. CalSavers Social Media Accounts

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [YouTube](#)

### 2. Hashtags

- #CalSavers
- #Retirement
- #RetirementSavings
- #YourMoneyYourFuture



### 3. Bit.ly Links

- Home page: [bit.ly/CalSaver](http://bit.ly/CalSaver)
- Employer page: [bit.ly/CalSaverER](http://bit.ly/CalSaverER)
- Saver page: [bit.ly/CalSaverSav](http://bit.ly/CalSaverSav)
- Calculator: [bit.ly/CalSaverCalc](http://bit.ly/CalSaverCalc)
- Contact Us: [bit.ly/CalSaverContact](http://bit.ly/CalSaverContact)
- Supporters: [bit.ly/CSSupporters](http://bit.ly/CSSupporters)
- FAQs: <http://bit.ly/CalSaverFAQ>

### 4. Videos

- CalSavers | Employers Can Register Today ([English/Spanish](#))
- CalSavers | Your Money. Your Future. ([English/Spanish](#))
  - Intro clip ([English/Spanish](#))
  - Two ways to join ([English/Spanish](#))
  - How it works ([English/Spanish](#))
  - Saver options ([English/Spanish](#))
  - Self-Enrollment ([English/Spanish](#))
  - It's never too late ([English/Spanish](#))
  - CalSavers Benefits ([English/Spanish](#))
- [CalSavers Launch Day B-Roll](#)

### 5. Image Bank

- [CalSavers is now open \(Twitter\)](#)
- [CalSavers is now open \(Facebook\)](#)
- [Employer registration is now open \(Twitter\)](#)
- [Employer registration is now open \(Facebook\)](#)
- [Images w/out text \(Twitter\)](#)
- [Images w/out text \(Facebook\)](#)
- [Stock photos w/out text](#)

### 6. Logos

- [CalSavers Retirement Savings Program – color](#)
- [CalSavers Retirement Savings Program – black](#)
- [CalSavers Retirement Savings Program – black/grey](#)
- [CalSavers – color](#)
- [CalSavers – black](#)

- [Tree](#)

## 7. Handouts

To request hard copies of these materials, please email: [CalSavers@sto.ca.gov](mailto:CalSavers@sto.ca.gov)

- Employer Overview ([English](#) | [Spanish](#) | Chinese | [Filipino](#) | [Vietnamese](#) | [Korean](#))
- Saver Overview ([English](#) | [Spanish](#) | Chinese | [Filipino](#) | [Vietnamese](#) | [Korean](#))

## 8. Statistics

- Millions of working Californians lack a way to save for retirement at work. ([Source](#))
- Workers are 15x more likely to save for retirement if they have a way to save at work. ([Source](#))
- Nearly half of CA's middle class are on track to face significant economic hardship in retirement. ([Source](#))
- 2/3rds of CA workers w/out access are people of color and ½ are Latino. ([Source](#))
- 2/3rds of working Millennials have nothing saved for retirement. ([Source](#))

## 9. Data

- [Eligibility Estimate by County](#)
- [Eligibility Estimate by Industry Source](#)

## 10. Media Coverage

- [Worried about retiring? California will help save you money](#) (Los Angeles Times | July 1, 2019)
- [New state programs, like California's, make it easier for workers to save for retirement](#) (CNBC | August 4, 2019)
- [Las deudas y la falta de ahorros crean una crisis de jubilación en California](#) (La Opinión | November 14, 2019)
- [Innovating for equity: Anti-poverty nudges in California](#) (Harvard Kennedy School Data-Smart City Solutions | November 19, 2019)

## 11. Background

- [Bio for Board Chair, State Treasurer Fiona Ma](#)
- [Board Members](#)
- [History](#)
- [Board Chair, State Treasurer Fiona Ma \(Official Portrait\)](#)
- [Board Chair, State Treasurer Fiona Ma \(2nd Portrait - Red\)](#)
- [Board Chair, State Treasurer Fiona Ma \(3rd Portrait - Blue\)](#)