

IR UPDATE WEEKLY

July 24, 2018

I See You

I have no data to prove this, but I believe that many NIRI members have an account on LinkedIn, Twitter, Facebook, Instagram, Pinterest, or some other social platform. Many follow NIRI's LinkedIn, Twitter, and Facebook accounts.

This is the age of social media, after all. We are connected as never before. I have found this to be a love/hate relationship. On the one hand, it is nice to connect with people from high school and college and keep up with friends and relatives. On the other hand: ugh! Social media can be frustrating, maddening, and distressing. But even with the downside, many of us choose to stay connected because the good outweighs the bad. And we are getting smarter about how to unfollow or mute the more abusive or infuriating people on our social platforms.

I hope you find mostly good things in NIRI's new member portal. Launched right before the Annual Conference, the new portal includes powerful new tools that will add value to your membership, such as a more robust member directory. Unlike Facebook, et al, the NIRI member directory is not open to the public. It is exclusive to NIRI members.

After logging into www.niri.org, please go to the "Member Center" and select "My Profile Information" to access your account. Please take the time to update your member profile by adding your photo and indicating your areas of expertise (by selecting among the 10 Investor Relations Charter domains). You can also add links to your LinkedIn page, Twitter feed, and other social media accounts. The upgraded directory will allow you to search for other NIRI members by industry, IR expertise, and chapter.

Think about the power behind this new tool: a comprehensive database of IR expertise, available to you with a simple search!

I look forward to seeing you online in the NIRI member directory.

All the best,
Gary



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President and Chief Executive Officer
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P.S. Know anyone who would make a great NIRI Board member? **The deadline for nominations is [August 20](#).**

P.S. #2. I encourage you to visit NIRI's exclusive member forums on [eGroups](#) and participate in conversations about best practices, service provider offerings, and event locations.