

A strong social media presence can help you reach leads and engage with your current client base. Learn how to create an audience, and follow best practices so you and your brand can shine on social media.

### What Networks to Choose

Consider focusing on one network first, instead of trying to cover all your bases. Use facts and data, like Sprout Social's social media demographics report, to make your decisions. In general, Senior Market Sales<sup>®</sup> (SMS) recommends agents spend time on Facebook for consumer marketing and LinkedIn for agent recruiting.

### How To Get Started

Our Best Practices Checklist shows you how to break down your social media work into manageable pieces, based on frequency of each task.

### What to Do if You Already Have a Facebook Page

Skip ahead to our Social Media Review Checklist. Each section focuses on a different part of your strategy. Be realistic about what you are doing now — and honest about what you can commit to doing. Even spending just a few minutes a day finding a news article to post can be rewarding.

### Where You Can Learn More

Start with a free course on Facebook for Business, like "How to Create an Ad on Facebook." You have flexibility to spend as much or as little as you want on Facebook ads, so they can fit into any marketing budget.



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If you're looking to implement a stronger social media presence, **SMS can help** with many of the steps above. **Call 1.800.786.5566 today.**

### One Time

- Sign up for free accounts with Pexels.com and Pixabay.com for access to free stock photos.
- Sign up for a free account with Canva.com, an easy drag-and-drop design tool.
- Update your Facebook page's "About" section — add a little more about you and your team, like what got you started in the insurance industry, what makes your company different, and why work with your agency.
- Adjust the settings of your Facebook page to make it visible to only people in the U.S. This will help to reduce spam messages.
- Set up a Google Alert for your town(s) and share good/interesting news.

### Annually

- Make sure all business information (phone, address, hours, etc.) is up-to-date.

### Quarterly

- Review and change cover photo to something authentic: team photo, seasonal message, etc.
- Review Facebook Insights and see if there are any trends in numbers — day of the week, time of day, type of post, etc. can all have an effect on statistics.
- If your company has more than one office, remind offices to send you content to highlight their cities, events and people.

### Monthly

- Sit down at the beginning of the month and think about what you'd like to post. Industry articles, holidays and theme days are all great starts. Theme days like Motivation Monday or Tip Tuesday are easy to plan in advance. NationalDayCalendar.com has a robust listing of holidays, from the ordinary to the unusual.

### Weekly, or as it Happens

- Post consistently — try daily or three times a week and see what works for you. Think about your customer: when are they online the most throughout the day?
- Try to have at least one "behind the scenes" shot each week, so customers get to know the people in your office. Ideas include: birthdays, anniversaries, exciting life events, weather, fun community events, new pets, office mascots, office renovations, goofy holidays, milestones, and selfies with clients (with their permission).
- Thank customers who leave a good review, and approach negative reviews proactively. Create a graphic out of review text with Canva and promote with a message, like "Another happy customer. We'd love to do business with you!"

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Use the following self-assessment to evaluate your social media effectiveness today. This will help reveal areas where you need to focus on improving.

### Social Media Best Practices

	Exceptional	Exceeds Requirements	Meets Requirements	Gets By	Needs Work
Has an engaging cover photo					
About section is filled out completely					
Has a clear/functioning call-to-action button					
Posts at least once a day					
Likes or comments on replies from your audience					
Posts relevant messages to ideal consumer					
Likes community associations, charities, businesses and activities					



### Brand Awareness

	Exceptional	Exceeds Requirements	Meets Requirements	Gets By	Needs Work
Has a featured video of your business					
Tell your audience what you offer					
Share your company story or culture					
Recognizes employees					
Share your community or charity involvement					
Share posts from local businesses					
Promote your business page to reach your target audience					

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### Inform

	Exceptional	Exceeds Requirements	Meets Requirements	Gets By	Needs Work
Deliver compliance-approved content pieces					
Give valuable and practical advice for consumers					
Share other industry posts from credible experts					
Post current industry news from credible sources					
Post custom videos, graphics or news of industry facts					



### Grow

	Exceptional	Exceeds Requirements	Meets Requirements	Gets By	Needs Work
Ask for reviews and/or testimonials					
Advertise posts					
Post call-to-action messages					
Actively respond to questions or comments					



### Relate

	Exceptional	Exceeds Requirements	Meets Requirements	Gets By	Needs Work
Post fun and relatable content not related to the industry					
Add a personal touch to each relatable post					

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