

# Social Media



## Facebook: Three Steps to Success

1. Leverage your network—and far beyond...
2. Create a Facebook Business page (it's as easy as setting up a personal Facebook account)
3. Post to your page and drive leads back to you...



# Social Media



## 1. Leverage Your Network

### ▶ Direct Audience

- Your friends, family, colleagues – folks your personally connected with on Facebook

### ▶ Networked Audience

- All their friends, family and colleagues and on and on and on...

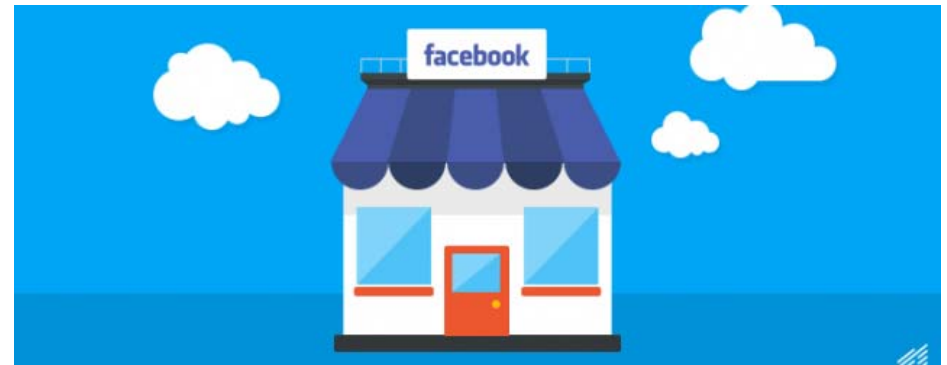


# Social Media



## 2. Create a Facebook Business Page

- ▶ It's as easy as setting up a Facebook account
- ▶ Gives you/your agency a voice in the massive Facebook community
- ▶ Include info on your services, images of you/your team, bios, testimonials, office hours, contact info
- ▶ Encourage your network to *Like, Follow, Recommend, Review* your page



# Social Media

## 3. Post to Your Page

### ▶ *What to Post?*

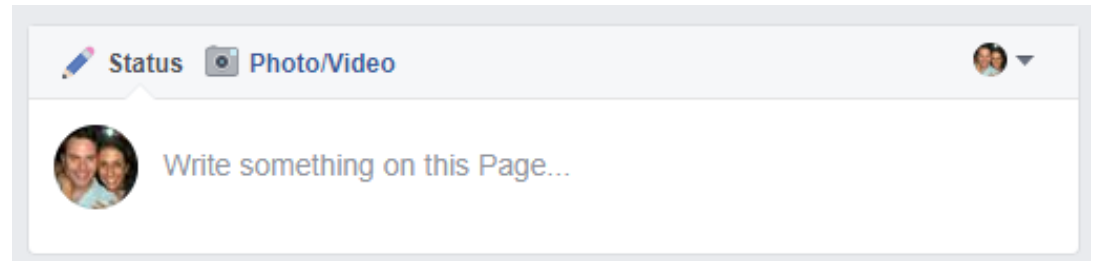
- Source helpful articles, new carrier/rate announcements, your own professional insights, personal messages, office news, community service info, etc.

### ▶ *Show Don't Tell*

- Be sure your posts are focused on awareness, helpful insights and education and avoid the sales pitch! Keep it light...

### ▶ *Make It Interesting*

- Use pictures, videos and curate the content you share



# Social Media

## 3. Post to Your Page

### ▶ *Frequency?*

- Post a couple of times a week – be consistent and relevant, *but not annoying.*

### ▶ *Get Personal!*

- Share your business page posts to your personal page – you will get more views and interaction this way

### ▶ Next Stop... LinkedIn...

- Similar strategy – Access your “Centers of Influence”

