

Getting a Grip – How to Manage your Agency's Social Media

ACT webinar presented by:

Ryan Hanley, The Murray Group

Rick Morgan, Aartrijk

Katie Peet, State Auto Insurance

Mike Peterson, Project CAP

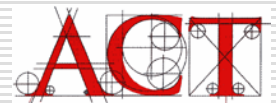
Chris Paradiso, Paradiso Financial & Ins. Services

Angelyn Treutel, SouthGroup Gulf Coast

Mike Wise, WebWisedom LLC

Jeff Yates, ACT

The webinar will begin shortly!



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Housekeeping Items

- ❑ Enter questions in the written Question & Answer Box
- ❑ The recorded webinar will be made available on the [ACT home page](#) & at [the “Webinars” Link](#)
- ❑ You will get follow up email with presenters’ email addresses
- ❑ Today’s Twitter Hashtag -- #ACTSocMed
- ❑ [facebook.com/independentagent](https://www.facebook.com/independentagent)

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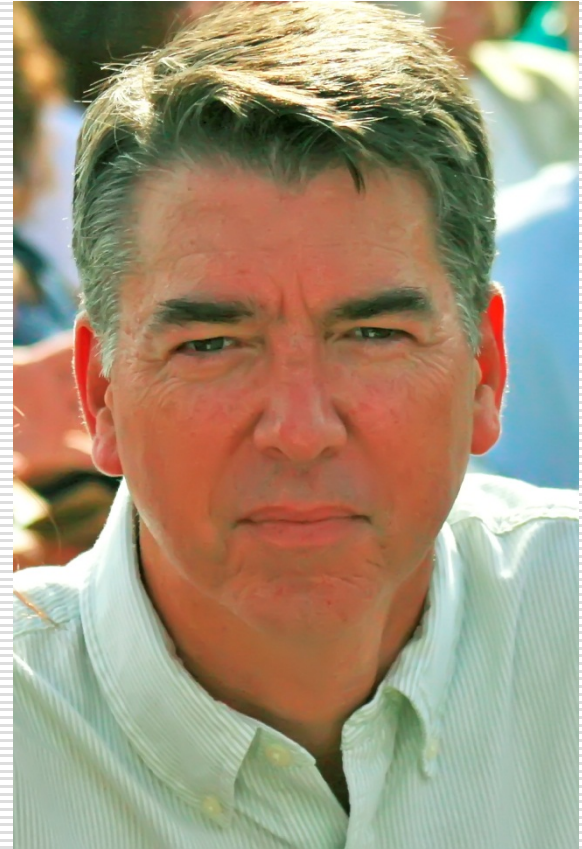
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Start with a plan (#ACTSocMed)

- Have a statement of purpose
 - What do you hope to accomplish?
 - What are your goals?
 - How will you measure success?
- Create a plan
 - Find your target audience
 - Solve Problems
 - Tie it to your overall marketing & service



Start with a Plan (#ACTSocMed)

- Listen and engage
 - Have a plan for handling negative comments
 - Have a plan to engage those who leave positive comments.
 - Engage
 - Monitor
 - Participate

Managing Social Media Risks (#ACTSocMed)

- ❑ Have an agency policy & train employees
- ❑ When discussions move from the general to an individual's situation, use traditional agency channels
- ❑ Social media and website content can be subject to advertising, privacy, unfair trade practices, record retention laws, like other communications & solicitations
- ❑ Make clear where licensed & include disclaimers
- ❑ Do not tie incentives to sales
- ❑ Need to keep track of notices received through social media – i.e., claims notices
- ❑ Stricter requirements for financial advisors



Make it a group effort (#ACTSocMed)

- A shared responsibility
- Who is in charge?
 - Community manager or Social Media Engineer
- Budget Time

Tip

(#ACTSocMed)

A 2010 Social Media Marketing Industry Report indicated that most business owners could maintain a very respectable social media presence spending six hours a week.

<http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2010/>

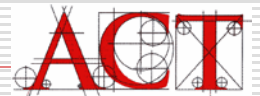


How to create revenue generating content (#ACTSocMed)

- Show personality, vulnerability and humor in your content
- Answer client questions
- Write more
- Use rich content such as video, audio and slideshows
- Use multiple authors

Content continued (#ACTSocMed)

- Add local voices from other industries
- Use current, local events
- Create a marketing matrix and content calendar and actually use it
- Write more
- Forget about SEO and add value to lives of the consumers you serve
- Have an opinion



Content tips

(#ACTSocMed)

*Themed content days can add consistency and fun
- Like asking poll questions on Tuesdays, or
sharing your favorite quote or resource of the
week on Fridays.*

*YouTube is the quickest and easiest way to create
fresh content. Video is also easy for people to
consume and extremely SEO friendly.*



Outsource your social media efforts?

(#ACTSocMed)

- If all this “social” stuff gives you anxiety, consider outsourcing some of your social media efforts to a vendor.
 - What makes sense to outsource
 - Advantages & Disadvantages

Some good ideas (#ACTSocMed)

- Prioritize networks
- Use a social media management dashboard
- Use tools to maximize your audience
- Leverage your smart phones
- Keeping up with changes in social media tools

Parting Shots – wrap-up

(#ACTSocMed)

Revenue and retention will not come from any one blog post but rather the accumulation of all your content marketing efforts as a “Body of work.” ~ Ryan Hanley

Parting Shots – Additional Comments (#ACTSocMed)

ACT Website Resources (#ACTSocMed)

□ **Webinars:**

- "LinkedIn for the Insurance Professional"
- "Facebook for Insurance Professionals"
- "The Social Web & Insurance—Finding Success & Lessons Learned"
- "Agency E&O Considerations when Social Networking"
 - "Creating a Successful Agency Website"

[Webinars link](#) on [ACT website](#)

□ **Reports & Articles:**

- "Building Engagement & Reach on Facebook"
- "Creating a Social Web Policy for Your Independent Agency"
- "Using Social Media to Enhance Disaster Communications"
- "Agency E&O Considerations when using Social Media"

[Sales & Marketing link](#) on the [ACT website](#)



□ **Carrier resources**