



for the
Insurance Professional

ACT Webinar Presented By:

Cindy Donaldson, Founders Insurance Group, Inc.
Rick Morgan, Chair ACT Social Web Work Group
Jeff Yates, ACT Executive Director

The webinar will start shortly!





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Jeff Yates

Executive Director

Agents Council for Technology, IIABA

Jeff.yates@iiaba.net

[linkedin.com/jeffyatesACT](https://www.linkedin.com/company/iiaba/people/people/jeff-yates)



Housekeeping Items

- ❑ Enter questions in the written Question & Answer Box
- ❑ A recorded webinar will be made available at the “Websites & Social Media” Quick Link at www.iiaba.net/act
- ❑ You will get follow up email with presenters’ email addresses
- ❑ [facebook.com/independentagent](https://www.facebook.com/independentagent)

Rick Morgan

Linkedin.com/[in/rickjmiv](https://www.linkedin.com/in/rickjmiv)

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Cindy Donaldson

Director of Marketing & Personal Lines Sales
Founders Insurance Group, Inc.

[Linkedin.com/in/CindyDonaldson](https://www.linkedin.com/in/CindyDonaldson)

[Facebook.com/FoundersInsuranceGroup](https://www.facebook.com/FoundersInsuranceGroup)

[Twitter.com/FoundersGroup](https://twitter.com/FoundersGroup)

Blog: www.foundersgrp.wordpress.com

Web: www.foundersgrp.com

EM: cdonaldson@foundersgrp.com



Why LinkedIn?

Get the most from your professional network

Re-connect



Find past and present colleagues and classmates quickly. LinkedIn makes *staying in touch* simple.

Power your career



Discover inside connections when you're *looking for a job* or new business opportunity.

Get answers



Your network is full of industry experts willing to share advice. Have a question? *Just ask.*

Why Linkedin?

- ❑ Over 100 million users – 44 million in US
- ❑ Demographic – age: 25-45, 60% male
- ❑ Most users working for companies with over 1000 employees – highest proportion are active in high tech, finance & manufacturing
- ❑ Linkedin used by 69 of the Fortune 100 companies

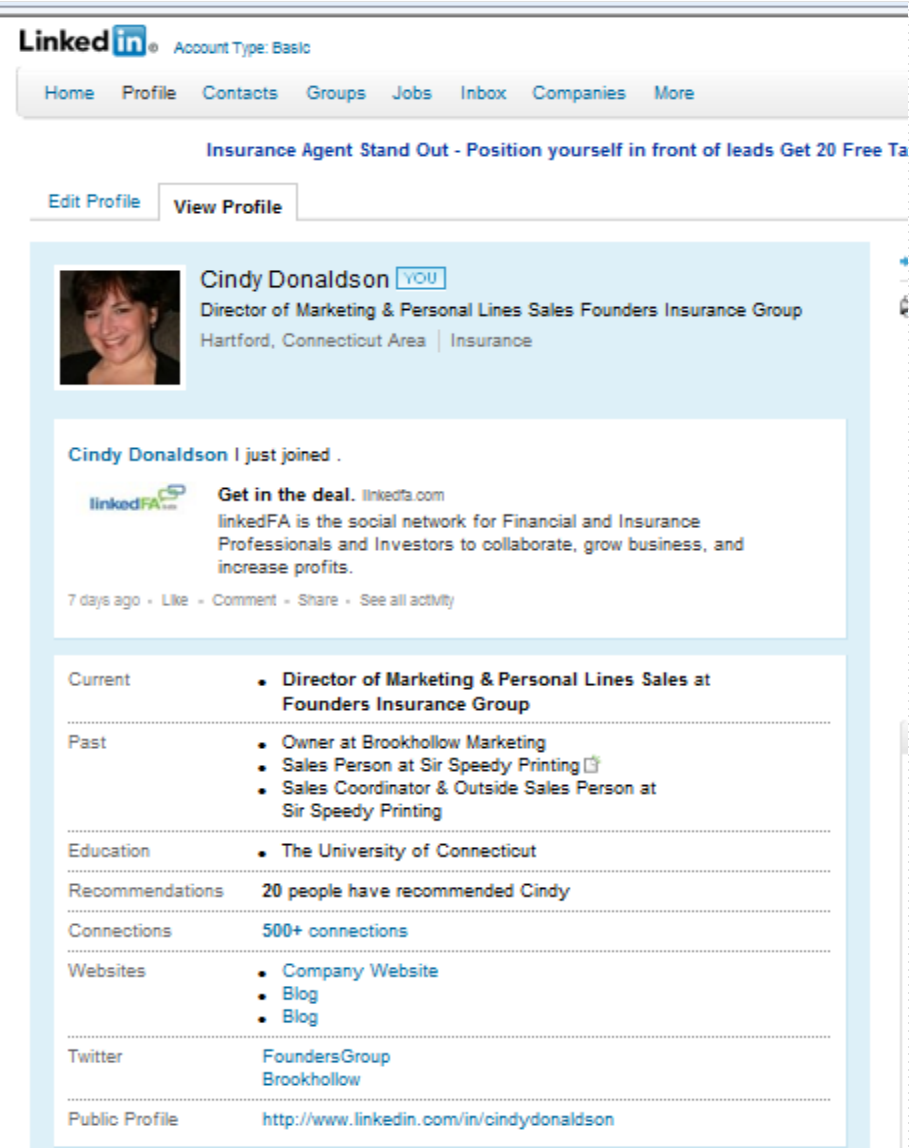
Quick overview

- ❑ Online version of your resume – but more
- ❑ Connect B2B and B2C with decision makers and centers of influence
- ❑ Showcase your strengths not just your job title
- ❑ Find job opportunities and top ranked employees
- ❑ Establish yourself as an expert in your field – trusted advisor
- ❑ Conduct market research
- ❑ Connect with peers and watch your competition



Creating a profile that sells

- Profile
 - Ensure it is current
 - Don't make it a carbon copy of your resume
 - List your accomplishments not just your job title
 - Picture – professional a must
 - Info here is searchable
 - Clean up your digital dirt
 - Link to blogs – professional ONLY



The screenshot shows a LinkedIn profile for Cindy Donaldson. At the top, it says "LinkedIn Account Type: Basic" and has navigation links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, and More. Below the navigation is a banner for "Insurance Agent Stand Out - Position yourself in front of leads Get 20 Free Ta". The profile header shows "Cindy Donaldson" with a "YOU" tag, her title "Director of Marketing & Personal Lines Sales Founders Insurance Group", and location "Hartford, Connecticut Area | Insurance". There are two tabs: "Edit Profile" and "View Profile". A profile picture of Cindy is shown. Below the header is a post from Cindy: "Cindy Donaldson I just joined . linkedFA Get in the deal. linkedFA.com linkedFA is the social network for Financial and Insurance Professionals and Investors to collaborate, grow business, and increase profits. 7 days ago · Like · Comment · Share · See all activity". The profile summary section lists: Current: Director of Marketing & Personal Lines Sales at Founders Insurance Group; Past: Owner at Brookhollow Marketing, Sales Person at Sir Speedy Printing, Sales Coordinator & Outside Sales Person at Sir Speedy Printing; Education: The University of Connecticut; Recommendations: 20 people have recommended Cindy; Connections: 500+ connections; Websites: Company Website, Blog, Blog; Twitter: FoundersGroup, Brookhollow; Public Profile: http://www.linkedin.com/in/cindydonaldson.

Summary [Edit](#)

Dynamic outside the box thinker with expertise in company branding, marketing, sales process & management

Community/Business involvement:

Chair Economic Development Commission City of Torrington, CT
Board Member Torrington Development Corporation
Board Member VNA Northwest, Inc.
Member NW CT Economic Development Commission
Advisory Board Crossroads Ranch, Inc.
Membership Director Litchfield Area Business Association
Member Litchfield County Board of Realtors
PR Committee Member Litchfield County Board of Realtors
Member Northwest Connecticut Chamber of Commerce
Member Avon Chamber of Commerce
Advisory Board Leadership Northwest NW CT Chamber of Commerce
ACT - Agents Council for Technology of the IIABA
ACT - Agent Innovators Group team member (IIABA)
Journal Register - Teaching classes on Social Media to the public

Specialties

Marketing, branding and social media for the insurance industry.

Experience

[+ Add a position](#)

Director of Marketing & Personal Lines Sales [Edit](#)

Founders Insurance Group

Privately Held; Insurance industry

March 2009 – Present (2 years 2 months)

Overseeing one of NW Connecticut's largest and fastest growing independent insurance agency's marketing & sales efforts. Developed formal sales program, including training, and process & procedures. Created company's first social media program and achieved national recognition for company blog - The Founders Forum.

11 visible recommendations for this position [Manage](#)

Owner [Edit](#)

Brookhollow Marketing

Marketing and Advertising industry

February 2002 – June 2009 (6 years 5 months)

Profile Success – it's in the details!



Your Network – how to maximize its power!

- ❑ **Creating a powerful 1st Level**
 - Get started: Import from Outlook & web based email
 - Determine WHO you want or need to connect with
 - ❑ Search by keywords, names, companies, schools and connect with people you know
 - ❑ Search the connections of your connections

The screenshot shows the LinkedIn 'Add Connections' interface. At the top, it displays the user's name 'Cindy Donaldson' and the 'Add Connections' button. Below this is a navigation bar with links for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, and More. A search bar is present with a dropdown menu set to 'People' and an 'Advanced' search option. The main content area has tabs for 'Add Connections', 'Colleagues', 'Classmates', and 'People You May Know', with a 'View Sent Invitations' link on the right. Below the tabs, a message reads: 'Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.' There are two main panels: 'See Who You Already Know on LinkedIn' and 'Enter Email Addresses'. The first panel includes fields for 'Your email:' and 'Email password:', a green 'Continue' button, and a note: 'We will not store your password or email anyone without your permission.' Below this is a link: 'Do you use Outlook, Apple Mail or another email application? Import your desktop email contacts >'. The second panel, 'Enter Email Addresses', has instructions: 'Enter email addresses of people to invite and connect. Separate each address by a comma.' It features a large text input area and a blue 'Send Invitations' button.



Basic ▼ Cir

Groups Jobs Inbox Companies More People ▼

s Sent Recommendations **Request Recommendations**

Ask the people who know you best to endorse you on LinkedIn

- Choose what you want to be recommended for

Choose...
 [Add a job or school]
- Decide who you'll ask

Your connections:

You can add 200 more recipients
- Create your message

From: Cindy Donaldson
 cdonaldson@foundersgrp.com ▼

Subject:

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

-Cindy Donaldson

Note: Each recipient will receive an individual email. This will not be sent as a group email.

Send or Cancel

Endorsements – Ask for them!

- Endorsements=Letters of Recommendation
 - Ask key people who you know will give you a glowing reference
 - Return the favor – give endorsements
 - Monitor them – if you no longer want to be associated with the endorser remove from your profile





ACT (Insurance Agents Council for Technology)

Discussions Members Promotions Jobs Search More...



My Activity

Start a discussion or share something with the group...

Maximum length is 200 characters.

Attach a link

Share

Latest Discussions

1 of 1 See all new discussions »



Thoughts Out of Bounds: - Pay As You Go Insurance - Rough Night Out?

thoughtsoutofbounds.blogspot.com • 5 days ago



Like

Comment

Flag

More

Most Popular Discussions



Angelyn S Stop Following

ACT has started a new Agent Innovators Group to discuss the cutting edge tools available to agents and the insurance-buying-public ...

what ideas do YOU have for tools, apps, hardware, software, lead generation, etc to assist insurance agents in making sales and providing exceptional service?

posted 1 day ago

Rick Morgan 22 hours ago • Rick likes this.

See more »



Follow Sarah

Are you a rockstar CSR who has always thought about selling but just didn't know how to take the leap? Applied Systems, Inc. might be...

posted 11 days ago

Sarah Ratcliffe, CIC, SPHR 7 days ago • You make such a valuable point -in some ways I believe that healthcare reform and the recent contingency visibility has helped reshape ... »

Groups – connect!

- ❑ Connect with Groups that apply to your ultimate goal
- ❑ Interact with group members & link to them
- ❑ Peruse group members contacts & grow your network
- ❑ Create a group of your own



Companies > Founders Insurance Group, Inc.

Overview Careers Services Analytics

This page was last edited on 04/14/2011 by Cindy Donaldson



Independent insurance agency located in Lakeville and Torrington Connecticut. Specializing in insurance for Manhattan properties, historic and high value homes, business, workers compensation, group health and life, home & auto, umbrella coverage, boat & Yacht

800-762-7369

Specialties ... more

Your Network (21)

Employees (23)



Director of Marketing & Personal Lines Sales
Cindy Donaldson, Hartford, Connecticut Area



Insurance Consultant
Joe Lipski, Hartford, Connecticut Area



Account Executive - Commercial Lines
Doug Grieco, Hartford, Connecticut Area



Personal Lines Account Executive
Mark Greco, Hartford, Connecticut Area



Owner/Partner
Bill Mellie, Greater New York City Area

Edit Promote my company

Founders Insurance Group, Inc. has 25 followers

Following Share

How you're connected to Founders Insurance Group, Inc.

21 1st Connections

0 2nd Employees in your network

23 Employees on LinkedIn

Check out insightful statistics about Founders Insurance Group, Inc. employees »

Ads by LinkedIn Members



Attn: Female Directors

Apply to the Cambridge Who's Who network for Successful Women.



Applied Systems Epic

Learn how Jon grew his agency from 3 employees to 25 in just one year.



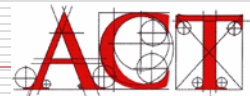
#1 for Insurance Leads

We are the Most Trusted Insurance Lead Provider. Get 15 Free Leads!

Type Privately Held

Your Company – Add it!

- Brand your Agency
- Recruit key employees
- Highlight your salesforce



Become an Expert in your field

The screenshot shows the LinkedIn Answers section. At the top, there's a navigation bar with 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'More', and 'Answers'. Below this, there are tabs for 'Answers Home', 'Advanced Answers Search', 'My Q&A', 'Ask a Question', and 'Answer Questions'. The main content area is divided into three columns. The left column has an 'Ask a Question' section with a text input field and a 'Next' button. The middle column has an 'Answer Questions' section with a list of recommended categories: Business Insurance, Advertising, and Public Relations. The right column has a 'Featured Category' section for 'Financial Markets' sponsored by OppenheimerFunds, a 'My Q&A' section showing 0 open questions, and a 'Browse' section with a list of categories including Administration, Business Operations, Business Travel, Career and Education, Conferences and Event Planning, Finance and Accounting, Financial Markets, Government and Nonprofit, Health, Hiring and Human Resources, International, Law and Legal, Management, Marketing and Sales, Nonprofit, Personal Finance, Product Management, Professional Development, Startups and Small Businesses, and Sustainability. Below the main content, there's a 'New Questions From Your Network' section with five questions, each with a question mark icon, a title, and details about the asker and time. The last question is 'A little something extra...'. Below this is a 'This Week's Top Experts' section with a table showing the top expert, Cristina Falcão, with 437 answers this week.

LinkedIn Account Type: Basic Cindy Donaldson

Home Profile Contacts Groups Jobs Inbox Companies More Answers

Answers Home Advanced Answers Search My Q&A Ask a Question Answer Questions

Ask a Question
Get answers from your connections and experts in your network.
Next

Answer Questions
Recommended categories for you:
• Business Insurance
• Advertising
• Public Relations

Featured Category
Financial Markets
Sponsored by: OppenheimerFunds
The Right Way to Invest

My Q&A
You have 0 open questions.
Ask a question now.
» View all your questions & answers

Browse
Administration
Business Operations
Business Travel
Career and Education
Conferences and Event Planning
Finance and Accounting
Financial Markets
Government and Nonprofit
Health
Hiring and Human Resources
International
Law and Legal
Management
Marketing and Sales
Nonprofit
Personal Finance
Product Management
Professional Development
Startups and Small Businesses
Sustainability

New Questions From Your Network

- ? **ok, what do I set my setting on so that everytime someone communicates with me I get an e-mail sent to my company e-mail as well?**
2 answers | Asked by Jody Schwartz [2nd] | 17 minutes ago in Using LinkedIn
- ? **Are our services description understandable and clear?**
0 answers | Asked by Jie (Joseph) Zhang [2nd] | 18 minutes ago in Business Analytics
- ? **Online Advertising vs Print Advertising.**
0 answers | Asked by Upesh Thapa [2nd] | 54 minutes ago in Advertising
- ? **Research project about Net Neutrality**
0 answers | Asked by Ahmed Abdelsalam (ahmed@mindcommerce.com) [2nd] | 1 hour ago in Computer Networking, Writing and Editing
- ? **A little something extra...**
4 answers | Asked by Jon Baldwin [2nd] | 1 hour ago in Personnel Policies

[more open questions »](#)

This Week's Top Experts

| Experts | Answers (This Week) |
|--|---------------------|
| 1. Cristina Falcão [GROUP] - see all my answers Creative Problem Solver- I DO IT-Pharmaceutical Manaoer /Chief Science | 437 |

- Answer and Ask in the *Answers Section*
 - Search key topics
 - Ask poignant questions
 - Answer questions only if you are SURE of the answer
 - The more you answer the more you will be noted



LinkedIn Ads



Find a Kitchen Designer

Find quality kitchen designers in your area. Add your kitchen design firm.

thekitchendesigndirectory.org

From: Seth Townsend



Job - Project Manager

Exp: 8 - 13. Industry: IT. Role: Project Mgr. Click To Apply For this Job.

jobsearch.naukri.com

From: soumendu ganguly



Quality Assurance Manager

Drive this Quality Assurance Project! Great rate! Sydney CBD. Apply here!

candidates.futurestep.com

From: Joe Allen



Quality Assurance Manager

Exciting 3 yr piece of work! Sydney CBD. Excellent rate/ salary! Apply now!

candidates.futurestep.com

From: Joe Allen

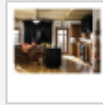


CRAs in Asia - openings

Malaysia, HK, or Singapore. We are looking for Contract CRAs. 7+ yrs exp.

linkedin.com

From: Rod Bugawan



Find Kitchen Design Jobs

Find Kitchen Design jobs in your local area. Post your kitchen design jobs.

thekitchendesigndirectory.org

From: Seth Townsend

- ❑ Hiring & Selling tool
- ❑ You choose the budget, timeframe & demographic
- ❑ Cost per Click (CPC) or Cost per 1000 Impressions (CPM)

Follow Up Items

- A recorded webinar will be made available at the “Websites & Social Media” Quick Link at www.iiaba.net/act
- You will get follow up email with presenters’ email addresses
- [facebook.com/independentagent](https://www.facebook.com/independentagent)

Recorded ACT Social Web WG Webinars & Tools

- ❑ "LinkedIn for the Insurance Professional"
- ❑ "Introduction to the Social Web - A New Way to Connect"
- ❑ "Agency E&O Considerations when Social Networking"
- ❑ "Successful Agency Techniques to Build, Integrate and Manage your Blog, Facebook, Twitter and YouTube"

ACT Resource: "Creating a Social Web Policy for Your Independent Agency"

www.iiaba.net/act at "Websites & Social Media" Quick Link

