

## Social Media – Company Level

1. Designate a social media person or committee. This person(s) will need to regularly monitor and be set up to respond quickly to any requests or complaints. This person will also be in charge of communications quality and training for the rest of your staff.
2. Who is your audience? Decide on your target audience including clients, prospects and referral sources.
3. Decide on whether you will invest in original content (blog articles). If so set up an editorial calendar and writer. If referencing existing content, identify content resources that would be of interest to your target audience.
4. Set up a social media posting calendar of at least three times per week. Also designate the time updates should be sent and any other specifics. Use a scheduling platform like Hootsuite to schedule posts. Decide on a regular posting schedule such as early (8:00am), lunch (11:30-1:30pm), end of workday (4:30pm) and possibly 8pm if targeting small business owners.
5. Create a social media policy and get all employees and contractors to sign.  
Social Media Policy Template  
[http://www.iiaba.net/na/16\\_AgentsCouncilForTechnology/NA20070710095832?ContentPreference=NA&ActiveState=AZ&ContentLevel1=ACT&ActiveTab=NA&StartRow=0](http://www.iiaba.net/na/16_AgentsCouncilForTechnology/NA20070710095832?ContentPreference=NA&ActiveState=AZ&ContentLevel1=ACT&ActiveTab=NA&StartRow=0)  
Example of Social Media principles at agency  
<http://www.insurancejournal.com/news/national/2011/06/14/202542.htm>
6. Set up monitoring of employee social media posts
7. Set up your Company Pages on LinkedIn  
<http://www.socialmediaexaminer.com/optimize-new-linkedin-company-page/>, Facebook  
<http://www.socialmediaexaminer.com/how-to-set-up-a-facebook-page-for-business/> and Twitter under the email/name of the owner or person in charge of social media. (Make sure the owner has account admin access.)
8. Get the word out:
  - a. Install social media follow buttons on your website home page.
  - b. Add social media links to your letterhead, business cards, store signage, invoices, and e-mail signature line. (Note: Show employees how to add these to their e-mail signature line.)
  - c. When logged in to Facebook, select "Build Audience" and explore ways to build followership. Select "Invite Email Contacts" from the drop-down menu to send a message to your e-mail contacts asking them to follow your company page.
  - d. Get your employees to join and follow you on Facebook and LinkedIn. (Note: Make sure they list your company as their current employer. Employees on LinkedIn are automatically followers of a company page.)
9. Ongoing:
  - a. Follow other companies on Facebook and LinkedIn such as clients, community organizations, local charities, local government or business organizations and industry associations.

## Social Media for Sales Producers Company Guide

- b. Educate your employees about liking or sharing status updates that come from your company page. Their liking and sharing automatically goes out to their network of connections.
10. Keep on top of your Competitors:
- Linked In: Whom are they linking with?
  - Facebook: See what they are posting and what applications they are using.
  - Twitter: Who is complaining about them or engaging with them? and why?
11. Set up regular training or best practices exchanges among employees. Your Social Media committee can set up periodic lunch and learn sessions where sales producers and others share successes, questions and concerns.

### Ideas for Company Facebook Page

- Post a fact or story and end with a question to increase engagement
- Profile agency employees and post photos – retirement announcement
- (Facebook) If family oriented, post recipes for family dinners
- If business oriented, good books on business
- Run a promotion for every fan you donate a dollar to a local charity and get charity to post and spread the word
- For personal lines: home improvement, car care
- Information about community events and news
- Pictures of the agency's community involvement
- Education and training events