

Social Media Marketing Guide

Get started **now.**

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Social media creates a remarkable opportunity for you to speak to a huge pool of consumers and business professionals on a regular basis. In fact, just about everyone expects businesses they're working with today to be available on social media. So, how do you establish and maintain an effective and savvy social media presence? It's easy. Inside this guide, you'll find checklists, tips, and information that can help you use social media to:

- **Engage** consumers where and how they prefer
- **Increase** your findability online
- **Improve** customer service
- **Build** your professional network



Getting Set Up

To develop and nurture relationships through social media, you must have a plan in place to maintain your pages on an ongoing basis. Follow these steps to prepare to get the most out of your social media marketing.

Establish Your Social Media Team

- Who are the members of your social media team?

- Who has skill sets you can use on social media?

Subject Expertise: _____

Writing: _____

Photography/Video: _____

Graphic Design: _____

- How often will your team meet to develop content and discuss strategies?

Weekly Twice a Month Monthly

- Who will create and post content?

Who will back them up?

- Who will monitor your pages and respond to any comments/inquiries?

Who will back them up?

Key Note: If you are handling all of the above for your social media pages and don't have someone to fill in when you are gone, post a message/update on your pages explaining that you will be away and will not be able to respond to comments/inquiries until you return.



Getting Set Up

Create Policies and Procedures

- Determine how often you will post content:

Key Note: If you are on Facebook, Google+, or Twitter, you need to check your page a few times a day. You should also post/Tweet content no fewer than three to five times a week.

In contrast, LinkedIn users expect less activity and engagement. Check your page every day, but limit status updates to a maximum of two to three per week.

- Set up a system to track/respond to:
 - Customer service issues/requests*
 - Leads/referrals received
 - Inquiries about premium increases
 - Emergencies/national disasters
 - Claim inquiries
 - Reviews
 - Negative press

*When responding to customer service issues, remember to protect customer personal information, such as address or SSN, by taking such details offline in a phone call or secure email.

- Set an expectation for response time for customer service issues:

- 1 hr. 4 hrs. 12 hrs. 24 hrs.

Key Note: It's critical to respond to comments and inquiries as quickly as possible, preferably within 24 hours. If a comment or inquiry requires action on your part, acknowledge it, and provide a way for you to be contacted personally, or inform the inquirer that you will contact him or her directly. Set a goal to provide a resolution within five business days.

- Review service-related messaging and notification settings on your Facebook business page (if you are using Facebook):

- Response Time (Go to Settings > Messaging)
- Instant Replies (Go to Settings > Messaging)
- Away Status (Go to Messages)
- Notifications (Go to Settings > Notifications)

Key Note: We suggest you turn on all of your notification settings so you are always in the know when activity is happening on your page. Remember, your business page notification settings are separate from your personal page notification settings.

Spread the word to your customers that you are available to handle customer service issues through social media.

82%

of consumers say the number one factor that leads to a great customer service experience is having their issue resolved quickly.

LivePerson 2013
Connecting with Customers Report

42%

of social media users surveyed who have ever attempted to contact a brand, product, or company through social media for customer support expect a response within 60 minutes. Meanwhile, 32% expect a response within 30 minutes.

The Social Habit Research



Social Care and Reputation Management Tips

Social media sites are public platforms that can impact customer perception of your office, as well as purchase decisions. That's why it's important to protect your online reputation by incorporating these best practices into your social media policies:

- ▶ Always acknowledge and respond to comments coming to your pages, unless they are requesting an official position of the company on a sensitive subject. Pass those on in accordance with normal business rules.
- ▶ Take all sensitive conversations offline.
- ▶ Don't encourage your audience to share personal information.
- ▶ If someone posts something negative, embrace it as an opportunity. Acknowledge the issue and offer to fix it, if you can. People will often return to your page and thank you for helping them. This will publicly demonstrate how good your customer service is.
- ▶ Monitor how your competitors handle customer service issues on social media.
- ▶ Make sure your contact information is consistent and accurate across all digital destinations (e.g., social media, website, online directories).

Customers who encounter positive social care experiences with a brand are nearly

3x

more likely to recommend that brand.

NM Incite Report, 2012 Social Care Survey

“A well-executed social customer care strategy with a sustained focus on providing a superior service experience can lead to huge payoffs, given the very public nature of interactions and the high probability of building and/or increasing brand advocacy.”

Cognizant 20-20 Insights April 2015

Turn a Negative into a Positive

Believe it or not, negative posts can actually help your business. If the feedback on your page is 100% positive, most folks will assume you're either writing your own reviews or filtering out the complaints. If something looks too good to be true, most people will assume it is. So, follow the **five steps** to the right to respond to negative reviews. Handling customer service issues in this way can help you keep—and even strengthen—relationships.

- 1. Acknowledge the complaint** with sincerity and concern.
- 2. Publicly state** that you'd like to find a solution.
- 3. Take the conversation offline.**
- 4. After a successful resolution,** politely ask the complainer to amend or even withdraw the original ugly comment.
- 5. Follow up** with a thank you.



Select a Network

If you're just beginning your journey in social media marketing, you'll need to choose a network to start with. Facebook, Google+, LinkedIn, and Twitter are all appropriate channels for many businesses, and should be considered when developing your business strategy. However, each platform has its particular style and tone, so they should not be approached in the same way. Before you jump into a specific network, think about who you are trying to reach, how they use the platform, and how your business goals align with the platform.

The chart below can help you zero in on the network that is best equipped to help you reach your primary goals.

SOCIAL MEDIA NETWORK	PRIMARY GOALS
 <p>Facebook: This is the social media giant with over one billion users. When using Facebook, think of it as a dinner party (a big one) in which you are the host and your "fans" are your guests. Conversations should be light, easy and even funny, with the occasional safety or insurance tip thrown in. The goal is to nurture relationships. The more you stay in contact with people, the more likely they will come back when they have an insurance need.</p>	<ul style="list-style-type: none"> <input type="radio"/> Increase local brand awareness <input type="radio"/> Strengthen customer relationships <input type="radio"/> Stay informed about customer life events <input type="radio"/> Enhance customer service <input type="radio"/> Generate retail leads/referrals <input type="radio"/> Demonstrate community involvement/support
 <p>Google+: Although similar to Facebook in many ways, there are some key differences with Google+. The most major: Since Google+ is owned and operated by Google, it has a direct connection to other Google products, like Search and Maps. Google uses the information on Google+ to enhance its search engine's search results. That means when you are on Google+, you are more findable online. Another plus: If you have a verified local Google+ page, you can respond to reviews made about you on Google.</p>	<ul style="list-style-type: none"> <input type="radio"/> Improve search optimization <input type="radio"/> Improve search rankings <input type="radio"/> Get reviews <input type="radio"/> Engage prospects and customers <input type="radio"/> Promote your expertise <input type="radio"/> Promote products and services
 <p>LinkedIn: If Facebook is a dinner party, then LinkedIn is a professional networking mixer. The focus and tone is much more business-oriented. LinkedIn is a great place to connect with other professionals, particularly Centers of Influence, such as real estate agents and car dealers. At the same time, you can use it to learn professional details about prospects and customers that may be helpful when you meet.</p>	<ul style="list-style-type: none"> <input type="radio"/> Promote your expertise <input type="radio"/> Expand your professional network <input type="radio"/> Learn how people are connected <input type="radio"/> Promote products and services <input type="radio"/> Generate employer leads/referrals <input type="radio"/> Demonstrate community involvement/support
 <p>Twitter: Twitter provides you with a platform to share your business updates, information and tips in short "Tweets" of up to 140 characters. You can include online links you believe your "followers" will find interesting or helpful. Meanwhile, you can get real-time information from around the world (and around your town) by following accounts on Twitter that interest you.</p>	<ul style="list-style-type: none"> <input type="radio"/> Engage prospects, customers, and your professional network <input type="radio"/> Increase local brand awareness <input type="radio"/> Demonstrate community involvement/support <input type="radio"/> Enhance customer service <input type="radio"/> Promote your expertise <input type="radio"/> Gather information



Defining Your Audience

Since social media is very much about conversations, it's important to know who you're talking to and what matters to them. That way, you can spark conversations and offer information that will appeal to them. Now, not every post will apply to everyone. That's okay. Target each post to a specific audience. The questions below can help you strategize as you curate and create content.

■ Who are you trying to reach?

- Prospect
- Current customer
- Business contacts (e.g., colleagues, Centers of Influence, vendors)

PROSPECTS AND CUSTOMERS

■ What are their key characteristics?

Age: _____

Gender: Male Female

Relationship Status:

Single Married/Civil Union

Parental Status:

No children Parent Grandparent

Home ownership:

Homeowner Renter

Education: _____

■ What is most important to them?

- Value
- Price
- Convenience
- Security
- Safety
- Peace of mind
- Choices
- Expert advice
- Other: _____

■ What types of activities/events attract them?

- Home, auto or boat shows
- School functions
- Athletic events
- Community gatherings (e.g., local concerts, parades, fairs)

■ What can you offer that will satisfy their needs?

- Insurance information/safety tips
- Quality coverage:
 - Auto
 - Home
 - Boat
 - RV
 - Cycle
 - PELP
 - Flood
 - Life*
 - ComboSM
 - GrandProtect[®]
- Superior customer service
- Backing of a financially strong company
- Other: _____

* Offer only if licensed and appointed.

BUSINESS CONTACTS

Many of the questions to the left will help here as well. But, when you are communicating with other professionals, there are some additional aspects of your audience you should consider.

■ In which industry do they work?

■ What is their position?

■ What special interests do they have?

■ How would it benefit them to be part of your network?

- Expand their network
- Gain a reliable source of referrals
- Access to insurance expertise
- Access to quality insurance products and services for clients
- Access to quality insurance products and services for themselves
- Other: _____



Making a Plan

To be most effective, you must stay organized and plan ahead. Follow these steps to schedule your posts for the upcoming weeks.

1. Review the **month-by-month prompts** in the box below, and check out the **Connecting with Your Audience** charts on the next several pages to develop content that will resonate with your fans, followers, and connections. Also, don't forget about assets you may already have that you can repurpose or link to, such as:
 - Articles
 - Images
 - Videos
 - Digital Assets (e.g., web pages, apps, forms, eBooks, or anything that can be downloaded)

Key Note: Respect third party ownership of content when "repurposing" content. If you don't have the owner's permission to use it and you are not engaging in a legal "fair use," you may be treading on another's copyright.
2. Each month, use a copy of the **Content Planning Worksheet** to plan your content for the weeks ahead. If you are interested in doing a social media campaign, check out **Conducting a Social Media Campaign**.
3. Schedule your content.
4. Monitor your pages regularly and stay engaged.

Striking a Chord

Here are some key dates and topics by month that can help you select timely content for your social media pages. Also consider including content related to business events you have planned.

January: New Year's Day • Martin Luther King Day • Winter Safety • College Planning

February: Groundhog Day • Valentine's Day • Presidents' Day • Winter Safety • Tax Planning

March: Daylight Saving Time • St. Patrick's Day • First Day of Spring • Easter • Flood Season

April: April Showers • Passover • Tax Day • Home Buying

May: May Breakfasts • Cinco de Mayo • Mother's Day • National Missing Children's Day • Proms • Weddings and Civil Unions • Memorial Day • Home Buying

June: Flag Day • Father's Day • Graduations • Weddings and Civil Unions • First Day of Summer

July: Independence Day • Summer Safety • Vacations • Outdoor Activities

August: Summer Safety • Outdoor Activities • Vacations • College Planning

September: Back to School • Labor Day • Patriot Day • Rosh Hashana • First Day of Autumn • Yom Kippur • College Planning

October: Rosh Hashana • Yom Kippur • Columbus Day • Halloween • Fire Safety Week

November: Daylight Saving Time Ends • Election Day • Veterans Day • Thanksgiving Day • Traveling Safety Tips

December: Chanukah • First Day of Winter • Christmas • Winter Safety • Policy Review



Connecting with Your Audience on Facebook

The chart below provides a few of the most effective ways to communicate with your Facebook fans and, ultimately, increase sales opportunities. To be most effective, use a conversational tone and be sure to engage in two-way discussions.

TACTIC	KEY NOTE	PRIMARY GOALS
Drive actions	Use prompts, such as: "Click 'Like' if you're attending a wedding this summer." This can open the door to a discussion about insurance solutions (such as scheduled personal property protection) or possibly lead to a referral.	<ul style="list-style-type: none"> Strengthen customer relationships Stay informed about customer life events
Share safety tips	For example, share safety tips from the National Fire Protection Association's website (nfpa.org). Important: Always credit the information source and provide the link.	<ul style="list-style-type: none"> Strengthen customer relationships Demonstrate community involvement/support
Ask questions	People like talking about themselves. Prompt them to do so.	<ul style="list-style-type: none"> Strengthen customer relationships Stay informed about customer life events
Promote community events/announce special appearances	This is a great way to spread the word about events you're sponsoring or will attend, such as seminars, trade shows, and community events. For more content, visit websites of local organizations (like your chamber of commerce or local drama troupe) that contain information about events that would interest your audience.	<ul style="list-style-type: none"> Increase local brand awareness Demonstrate community involvement/support
Provide helpful website links	For example, provide links to respected national websites that offer information you can relate to insurance.	<ul style="list-style-type: none"> Strengthen customer relationships Enhance service
Recognize achievements	For example, congratulate a local sports team for a successful season.	<ul style="list-style-type: none"> Strengthen customer relationships Demonstrate community involvement/support
Offer helpful insights	Provide your fans with a steady stream of helpful information, such as state law changes and ways to save on insurance. This value-added service will present you as a caring, trusted, and approachable resource.	<ul style="list-style-type: none"> Strengthen customer relationships Enhance service
Encourage fans to contact you	Facebook is a channel for your customers to ask questions, provide suggestions, and make you aware of any issues. By proactively responding, you can demonstrate your commitment to providing superior service.	<ul style="list-style-type: none"> Strengthen customer relationships Enhance service Generate retail leads/referrals
Announce news	Agency/office news—such as promotions, new hires, and expansion—make for great posts.	<ul style="list-style-type: none"> Increase local brand awareness



Connecting with Your Audience on Google+

As we mentioned earlier, there are many similarities between Google+ and Facebook. For example, you can post content on Google+ and your followers can comment on and share that content. As a result, the Facebook tactics listed on the previous page work well with Google+ too. Now, Google+ does have some neat features that make it unique. The chart below provides ways for you to take advantage of those features. **Key Note:** +1 is Google+'s version of Facebook's Like.

TACTIC	KEY NOTE	PRIMARY GOALS
Create your Google My Business Page	Your Google My Business page is where you manage the business information that appears on Google+. You can also manage reviews and view metrics from there. Google My Business connects you directly with customers, whether they're looking for you on Search, Maps, or Google+.	<ul style="list-style-type: none"> ■ Improve search optimization and rankings ■ Get reviews ■ Engage prospects and customers ■ Promote your expertise, products, and services
Request Reviews	<p>According to BrightLocal's 2015 Local Consumer Review Survey, more than 90% of consumers now read online reviews to determine if a local business is a good business. Take advantage of this fact by making it easy for customers to provide online reviews:</p> <ul style="list-style-type: none"> ■ Create a thank you email reminding them they can leave a review on Google and other sites like Yelp. Send it after they've made a purchase or you've provided them with service. ■ Include a short message in your email signature and marketing pieces telling customers where they can leave reviews. ■ Include links on your website and social media pages to sites on which you'd like customers to leave reviews. ■ Ask colleagues and Centers of Influence who know your products, services, and reputation to provide reviews. Offer to do the same for them. ■ Monitor your customer reviews. Reinforce positive ones by thanking the referrer. Respond to negative reviews by offering to address the issue. 	<ul style="list-style-type: none"> ■ Improve search optimization and rankings ■ Get reviews ■ Engage prospects and customers
Set Up Google+ Circles	This Google+ feature allows you to organize people into specific private groupings. This makes it easier for you to share relevant content with the right people and follow content posted by people you find interesting.	<ul style="list-style-type: none"> ■ Engage prospects and customers ■ Promote your expertise, products, and services



Connecting with Your Audience on LinkedIn

LinkedIn provides you with a number of ways to build a network of valuable business contacts and bolster your reputation as an experienced, trusted professional who fellow professionals and consumers will want to work with.

TACTIC	KEY NOTE	PRIMARY GOALS
<p>Complete your profile</p> <p>(See Profile Checklist on next page.)</p>	<p>LinkedIn's profile page provides your contacts with a summary of your background, unique skills, and experience. If you complete your profile 100%, you are 40 times more likely to receive opportunities through LinkedIn.</p>	<ul style="list-style-type: none"> ■ Expand your professional network ■ Promote your expertise ■ Promote products and services
<p>Import your email contacts</p>	<p>LinkedIn makes it easy to connect with a contact whose email address in your address book matches the address on his/her LinkedIn profile.</p>	<ul style="list-style-type: none"> ■ Expand your professional network
<p>Review your connections' connections</p>	<p>Look for people you might know who you can connect with. Also, ask your connections for introductions to others you'd like to meet.</p>	<ul style="list-style-type: none"> ■ Expand your professional network ■ Learn how people are connected ■ Generate employer leads/referrals
<p>Be active on LinkedIn groups</p>	<p>Join three to five groups that match up with your expertise and interests, then target popular discussions. Respond to existing comments, offer an opinion, or ask a thought-provoking question.</p>	<ul style="list-style-type: none"> ■ Expand your professional network ■ Promote your expertise
<p>Promote community events/announce special appearances</p>	<p>LinkedIn, like Facebook, provides you with a forum to promote local events, including those at which you will appear or you are sponsoring.</p>	<ul style="list-style-type: none"> ■ Promote your expertise ■ Demonstrate community involvement/support
<p>Send messages</p>	<p>You can reach out to your connections by sending messages through your LinkedIn Inbox or My Connections page.</p> <p>Remember: All commercial solicitation email messages must comply with applicable laws and company guidelines.</p>	<ul style="list-style-type: none"> ■ Expand your professional network ■ Generate employer leads/referrals
<p>Share LinkedIn updates</p>	<p>This is an excellent way to share your thoughts, articles, and insights, etc., with your connections.</p>	<ul style="list-style-type: none"> ■ Expand your professional network ■ Promote your expertise
<p>Share your LinkedIn activity</p>	<p>Activity broadcasts let your network know about LinkedIn activity, such as when you add a connection or recommend someone.</p>	<ul style="list-style-type: none"> ■ Expand your professional network
<p>Conduct research</p>	<p>LinkedIn is a great resource to turn to when you want to learn more about people you are going to meet—or want to meet.</p>	<ul style="list-style-type: none"> ■ Expand your professional network ■ Learn how people are connected
<p>Request and give recommendations</p>	<p>Recommendations you receive validate your expertise publicly for all to see. Meanwhile, you can strengthen your relationships with connections by recommending them.</p>	<ul style="list-style-type: none"> ■ Expand your professional network ■ Promote your expertise



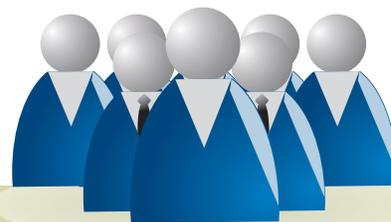
LinkedIn Profile Checklist

WHEN COMPLETING YOUR LINKEDIN PROFILE, MAKE SURE TO:

- Upload a professional image
- Create a compelling headline
- List your current position and at least two past positions
- Include your education
- Complete the following sections:
 - Summary
 - Specialties
 - Interests
 - Groups and Associations

KEY NOTE: Use keywords throughout your profile that will help others find you online.

For help completing your profile, click the **Improve Your Profile Strength** link on your LinkedIn page.



Growing Your Network

The number of connections you have on LinkedIn matters. Remember, the more first-degree connections you have, the more second- and third-degree connections you have, making you literally one connection away from millions of people.

That's important because LinkedIn is a massive search engine in which you'll only show up in your first-, second-, and third-degree connections' searches.

If you want to fine-tune your search for new connections, use LinkedIn's **Advanced Search** option. For example, you can use this tool to target people in a certain industry. To add people to your network with whom you'll have an immediate bond, use LinkedIn's **Find Alumni** feature.

MetLife Auto & Home has a long-standing commitment to a meaningful policy of non-discrimination. All of our sales practices and procedures are administered without unlawful discrimination based on race, color, religion, gender, sexual orientation, age, national origin, disability, covered veteran status, marital status, or any other unlawful basis.



Connecting with Your Audience on Twitter

Look below for ways to use Twitter to connect with customers and sharpen your competitive edge. Also, consider how you can use the Facebook tactics on page 12 on Twitter as well. Many will work if you follow the most important Twitter rule: Always keep it simple.

TACTIC	KEY NOTE	PRIMARY GOALS
Share industry updates, facts, and statistics	This will get people thinking about insurance and will show that you're keeping up with the latest insurance trends. Include relevant hashtags and helpful links so your followers can easily get additional information.	<ul style="list-style-type: none"> Engage prospects, customers, and your professional network Promote your expertise Increase local brand awareness
Follow local news, businesses, organizations	Staying informed about what's going on in your area can make it easier for you to be a proactive community member. It can also help you identify local networking and marketing opportunities.	<ul style="list-style-type: none"> Demonstrate community involvement/support Gather information Engage prospects, customers, and your professional network
Follow competitors, Centers of Influence, insurance resources	You can learn a lot from what competitors, colleagues, fellow businesspeople, and industry news sources are saying and sharing on Twitter.	<ul style="list-style-type: none"> Gather information Engage your professional network
Share information in real-time	Since people use Twitter as a real-time news source, you can use it to provide up-to-the-minute updates about events you're attending that may interest your audience. Another example: If a storm is coming, provide followers with a link to storm preparation tips and let them know how they can contact you if you need to close your office.	<ul style="list-style-type: none"> Increase local brand awareness Demonstrate community involvement/support Enhance service
Use Twitter for customer service	The 24/7 nature of Twitter makes it a great tool for customers to reach out to you with pressing needs. Be sure to respond quickly and provide contact information for further discussion.	<ul style="list-style-type: none"> Enhance service
Retweet, reply to, and like other Tweets	Letting others know their Tweets made an impression on you is a great way to begin conversations and strengthen relationships. Retweeting is also an excellent way to share helpful information with your followers.	<ul style="list-style-type: none"> Engage prospects, customers, and your professional network Promote your expertise
Use photos whenever appropriate	Tweets with images drive more engagement and generate more responses. Also, it's important to show your personality on Twitter, and photos can help you do that.	<ul style="list-style-type: none"> Engage prospects, customers, and your professional network Increase local brand awareness

Using the Right Symbols: On Twitter, the @ symbol is always placed in front of a username. Meanwhile, the # symbol is used to emphasize key words and topics by strategically turning them into "hashtags." To create a hashtag, place the # symbol immediately before a word or phrase (with no spaces). When someone clicks on a hashtag, they see other Tweets containing the same hashtag.



Conducting a Social Media Campaign

In contrast to stand-alone posts, a social media campaign is an ongoing, multi-touch marketing or communications effort you execute on social media. There are many reasons for running a social campaign, including generating awareness about something important at your office (e.g., an upcoming move to a new location), supporting a local organization, or promoting a local event. It's often a wonderful way to engage the members of your community and establish yourself as a trusted and caring professional.

When implementing a social media campaign, focus on the objective (such as to provide information or to spur action) not selling. Be sure to be sincere and authentic. The prompts below can help you develop a social campaign, and the **Content Planning Worksheet** on page 18 can help you plan specific posts for it. You'll also find worksheets for a few campaigns in the appendix of this book.

- What is your goal? _____
- What is the central theme?
 - Charity (e.g., coat drive, youth sports fundraiser)
 - Promoting a local event (e.g., document shredding day, school theater production)
 - Seasonal/holiday (e.g., water safety, holiday wishes)
 - Informational (e.g., child safety, vintage car maintenance tips)
 - Contest What are the rules? Be specific: _____

 - Survey/Poll
 - Other: _____
- Why will this theme resonate with your audience? _____
- Is there a prize/giveaway? _____
- Are you using a hashtag? If so, do a search to be sure it's not already being used: _____
- How will you promote your campaign outside of social media?
 - Ad PR Email Email Signature
 - Direct Mail Signage Website
 - Other: _____
- Relationships you can leverage: _____
- Campaign run dates: _____
- Depending on the type of campaign you run, when it is over:
 - Announce it has ended
 - Announce the winners/results/goals reached
 - Thank entrants/participants/attendees/volunteers/donors

Content Planning Worksheet

Month/Year: _____

Thinking ahead is critical to maintaining a cohesive and impactful social media presence. Use this worksheet to organize and schedule your posts for the upcoming weeks.

PUBLISH DATE:

Indicate the date you will post.

CONTENT TOPIC/MESSAGE:

Summarize what you are going to talk about.

SUPPORTING CONTENT:

Identify any media/links you will include in the post.

CHANNELS:

Select the channel(s) you are going to use.

KEYWORDS:

List any terms or key phrases people search by that you should include in the post. Ex: auto insurance, or name of event you are promoting.

CALL TO ACTION:

Indicate the action you want fans/followers to take. Be sure to include it in your post.

ADDITIONAL PROMO:

Indicate other marketing tactics will you employ to complement this initiative.

PUBLISH DATE	CONTENT TOPIC/MESSAGE	SUPPORTING CONTENT	CHANNEL(S)	KEYWORDS	CALL(S) TO ACTION	ADD'L PROMO
		<input type="radio"/> Image*: _____ <input type="radio"/> Link: _____ <input type="radio"/> Landing Page: _____ _____ <input type="radio"/> Download: _____ _____	<input type="radio"/> Facebook <input type="radio"/> Google+ <input type="radio"/> LinkedIn <input type="radio"/> Twitter <input type="radio"/> Other: _____		<input type="radio"/> Like, +1 <input type="radio"/> Comment <input type="radio"/> Share, Retweet <input type="radio"/> Click Link <input type="radio"/> Follow/ Connect <input type="radio"/> Respond/ Participate	<input type="radio"/> Ad <input type="radio"/> PR <input type="radio"/> Email <input type="radio"/> Direct Mail <input type="radio"/> Event <input type="radio"/> Other: _____

CONTRIBUTORS: _____

		<input type="radio"/> Image*: _____ <input type="radio"/> Link: _____ <input type="radio"/> Landing Page: _____ _____ <input type="radio"/> Download: _____ _____	<input type="radio"/> Facebook <input type="radio"/> Google+ <input type="radio"/> LinkedIn <input type="radio"/> Twitter <input type="radio"/> Other: _____		<input type="radio"/> Like, +1 <input type="radio"/> Comment <input type="radio"/> Share, Retweet <input type="radio"/> Click Link <input type="radio"/> Follow/ Connect <input type="radio"/> Respond/ Participate	<input type="radio"/> Ad <input type="radio"/> PR <input type="radio"/> Email <input type="radio"/> Direct Mail <input type="radio"/> Event <input type="radio"/> Other: _____
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CONTRIBUTORS: _____

		<input type="radio"/> Image*: _____ <input type="radio"/> Link: _____ <input type="radio"/> Landing Page: _____ _____ <input type="radio"/> Download: _____ _____	<input type="radio"/> Facebook <input type="radio"/> Google+ <input type="radio"/> LinkedIn <input type="radio"/> Twitter <input type="radio"/> Other: _____		<input type="radio"/> Like, +1 <input type="radio"/> Comment <input type="radio"/> Share, Retweet <input type="radio"/> Click Link <input type="radio"/> Follow/ Connect <input type="radio"/> Respond/ Participate	<input type="radio"/> Ad <input type="radio"/> PR <input type="radio"/> Email <input type="radio"/> Direct Mail <input type="radio"/> Event <input type="radio"/> Other: _____
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CONTRIBUTORS: _____

		<input type="radio"/> Image*: _____ <input type="radio"/> Link: _____ <input type="radio"/> Landing Page: _____ _____ <input type="radio"/> Download: _____ _____	<input type="radio"/> Facebook <input type="radio"/> Google+ <input type="radio"/> LinkedIn <input type="radio"/> Twitter <input type="radio"/> Other: _____		<input type="radio"/> Like, +1 <input type="radio"/> Comment <input type="radio"/> Share, Retweet <input type="radio"/> Click Link <input type="radio"/> Follow/ Connect <input type="radio"/> Respond/ Participate	<input type="radio"/> Ad <input type="radio"/> PR <input type="radio"/> Email <input type="radio"/> Direct Mail <input type="radio"/> Event <input type="radio"/> Other: _____
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CONTRIBUTORS: _____

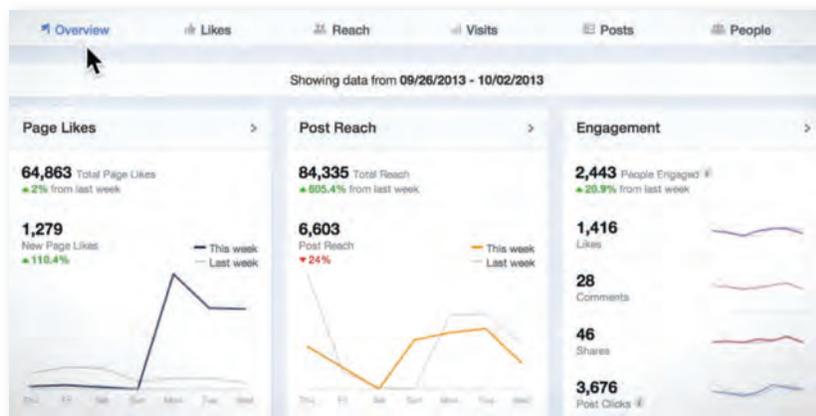
* Make sure you have a license to use the image, or that it is original work.



Measuring Results

It's very important to keep track of online metrics so you can make adjustments to your social media pages and how you use them. Metrics can also help you evaluate social media campaigns you ran to see if they were effective. Facebook, Google and Twitter provide tools you can use as well. The chart below lists the key metrics you should track and the tools the networks offer that can help you do it. A glossary is provided on the next page.

NETWORK/TOOL(s)	KEY METRICS TO TRACK		
Facebook Page Insights	<ul style="list-style-type: none"> Fans Likes Engagement rate 	<ul style="list-style-type: none"> Shares Comments Post reach 	<ul style="list-style-type: none"> Inbox activity (Private messaging) Page views
Google+ Google+ Insights (accessed through your Google My Business page) Google Analytics	<ul style="list-style-type: none"> Followers +1's Engagement rate Shares Comments 	<ul style="list-style-type: none"> Clicks (for driving directions, for your phone number, and to your website on Google Maps, Search, and Maps for mobile) Reviews Post reach 	<ul style="list-style-type: none"> Views (Google+ page, posts, and photos, and business information on Google Maps, Search, and Maps for mobile)
LinkedIn	<ul style="list-style-type: none"> Profile views Invitations Connections Searches 	<ul style="list-style-type: none"> Group members and discussions Engagement rate Recommendations Endorsements 	<ul style="list-style-type: none"> InMail activity (Private messaging) Likes and comments on updates
Twitter Tweet Activity Dashboard (accessed through analytics.twitter.com)	<ul style="list-style-type: none"> Followers Impressions Mentions 	<ul style="list-style-type: none"> Profile visits Tweets Retweets 	<ul style="list-style-type: none"> Engagements Engagement rate Likes



Facebook's **Page Insights** feature provides detailed information that can help you evaluate your page's performance. To learn more about this valuable feature, go to Facebook's **Help** section and search for "Page Insights."

Key Note: Your page needs to have at least 30 likes to start using Page Insights.

By using all the information available to you and analyzing audience engagement, you'll quickly learn how your fans and followers are interacting with your pages. You can tap this knowledge to tailor your social media strategy, so you get the most impact for your efforts and tell your story most effectively.



Marketing Metrics Glossary

KEY METRIC	DEFINITION
+1	Google+'s version of Facebook's "Like."
Bounce Rate	The percentage of emails that don't make it to an inbox.
Clickthrough Rate (CTR)	The percentage of people who click on a link, ad, etc.
Comments	The messages left on your social media page in reference to a particular status update or photo.
Connection	A person who is a part of your LinkedIn network.
Conversion Rate	The percentage of people who view your email/website and take an action.
Endorsement	A one-click method your LinkedIn connections can use to endorse the skills listed on your profile.
Engagement Rate	The percentage of people who saw a social media post and interacted with it, e.g., liked, +1'd, shared, clicked on, commented on, or Retweeted it.
Impressions	The number of times users saw one of your Tweets on Twitter.
Inbound Links	Links on third-party web pages that send viewers to a page on your website.
Invitation	The method by which you ask people to become one of your connections on LinkedIn.
Keyword Performance	The measured success of specific search terms (words typed into a search engine) used to reach a particular goal online.
Likes	The number of people who "like"/"follow" your Facebook business page. This can also be the number of people who "like" a post or a Tweet, which contributes to your engagement rate.
List Growth Rate	The percentage your email address list is growing.
Mentions	The number of Tweets in which your Twitter @username is included.
Page Bounce Rate	The percentage of visitors who navigate away from your website after only viewing one page.
Post Reach	The number of people who were shown your posts.
Recommendation	A written recommendation made by a connection on your LinkedIn page. You can request recommendations from your connections.
Retweets	The number of times someone shared one of your Tweets with their followers.
Searches	The number of LinkedIn users who searched for you.
Shares	The number of people who share your content (e.g., status, photo, page).
Sharing/Forwarding Rate	The percentage of viewers who share/forward an email.
Traffic Sources	The various sources that send traffic to your website.

React to the metrics. For example, if the stats tell you your audience likes home buying tips, keep offering them. If your audience consistently responds to posts you make about your local high school's sports teams, be sure to make those posts a regular part of your social media communications.



Putting It All Together

Social media is most effective when it's used in conjunction with other marketing tools. Your audience communicates in many ways, and so should you.

Use Social Media to Amplify Your Marketing Messages

Facebook, Google+, LinkedIn, and Twitter can help you reinforce messages you're sending out via brochures, direct mail, print ads, and other marketing vehicles.

For example, if you're making a push to promote home insurance to new homebuyers:



Upload posts

offering quick tips about such things as finding a home inspector and relocating.



Include a link to a page on your website

where your audience can find information about home insurance.



Engage customers

by asking questions on your social media pages, such as: "What is the biggest challenge in searching for a new home?"



Position yourself as an expert

about home coverage by sharing relevant information and articles. Also, Tweet related facts and statistics, and contribute regularly to discussions on LinkedIn.



Place a Facebook ad

To learn more Facebook ads, visit the **Facebook Help Center**.



Putting It All Together

Promote Your Facebook, Google+ and LinkedIn URLs and your Twitter username on your:

- Website
- Email signature
- Brochures
- Direct mail
- Ads

It's a great way to attract new fans, followers, and contacts and tie your marketing efforts together. When you use all available channels to communicate, you greatly increase the chances prospects and customers will think of you first when they need an insurance solution.



Spread the Word

By making Facebook, Google+, LinkedIn, and Twitter key pieces of an integrated marketing plan, you can improve your reach and results. All four are excellent tools to use to spread the word about your business, including:

- Products and services offered
- Achievements
- Improvements
- Changes
- Community involvement

Facebook, Google+, LinkedIn, and Twitter can also help you:

- Network with complementary businesses and local Centers of Influence
- Publicize relationships you've forged with respected local businesses and organizations

It all adds up to a more visible, polished brand.

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