Trusted Choice® Social Media Review

AGENCY: ██████████████████

CHANNEL: Facebook
Twitter

Profile Image

The profile image is an agency's first impression and visually represents your page throughout Facebook.

The profile image appears in:

- the news feed of your followers,
- posts on your page's timeline,
- replies in comments and
- comments & posts made on other pages.

Profile Image: Agency Logo	
Strengths	Opportunities
- Positions agency logo and brand front and center - Agency brand is most visually represented	Great image

Cover Image

The cover image is the most prominent and eye-catching image of an agency's page. However, the cover image appears only on the agency's Facebook page.

Cover Image: City Skyline Background	
Strengths	Opportunities
Visually displays agency location	Consider including agency tagline or call to action

About Section

The 'About" section is one of the first places people visit for information when scanning your page. It should be updated regularly to help followers stay informed.

Opportunities

- Refer to agency's "About Our Agency" webpage for message consistency
  - Pull information directly from webpage for Facebook "About" page
- Describe your company in full detail, including:
  - Mission statement
  - Additional Contact Info - add links to other social media accounts or blog
  - Company overview – describe what your company does
  - Founding date – list when your agency was founded
  - Story – each agency is unique, briefly share the story of how and why your agency began and the growth its experienced since

o Milestones and awards – list major accomplishments, awards or recognitions your agency has achieved

Content

Quality content can help an agency boost sales, engage with current and prospective customers and build brand awareness. Content should be brief, informative, engaging, conversational and offer value to followers.

Post Copy

- Include copy with every post, including shared posts
- Use conversational tone
    - o Connect with followers as a friend sharing useful tips and information
- Limit marketing hype
    - o Limit calls for followers to contact your agency
    - o Calls to action should encourage activity on social media opposed rather than soliciting business
    - o Us copy to intrigue and entice followers to read your articles or explore content

Post Length

- Keep posts brief
    - o Limit posts to between 100 – 250 characters

Type of Content

- Share content on topics including:
    - o news and updates,
    - o insurance tips and insights,
    - o financial education,
    - o preparedness,
    - o community involvement and
    - o company events and milestones
- Continue to leverage content from various carrier partners
    - o See 'Resources' below for more content sources and topics

Balance

- Balance articles with other types of media.
- Use different types of media including:
    - o articles
    - o images
    - o infographics
    - o videos
    - o polls
- Include visuals with every post,

Frequency

Timing is the second most important aspect of social media after useful content. When and how often an agency posts affects how successful your page is long-term.

Posts Per Week
- Post more frequently and consistently – (same days and times each week)
- Prioritize quality over quantity of posts
- Start with 2-3 posts per week
  - Gradually increase
- Avoid posting on weekends

Time of Day
- Identify when your audience is most engaged on Facebook
- Generally, Facebook users are most engaged between 1pm – 4pm
  - See 'Social Media Time Guide' attachment

Scheduled Posts
- Plan posts in advance
  - Plan posts one week to one month in advance
- Consider using free scheduling tools
- See 'Resources' below for free scheduling tools

Avatar Image

The profile image is an agency's first impression and visually represents your page. Your Twitter profile picture appears next to every tweet you send as well as on your Twitter page.

Profile Image: Agency Logo	
Strengths	Opportunities
• Maintains brand and logo consistency with Facebook	• Great logo. • Resize to fit Twitter profile image dimensions

Cover Image

The cover image is the most prominent and eye catching image of an agency's page. However, the cover image appears only on the agency's Twitter page.

Cover Image: Agency Location	
Strengths	Opportunities
• Visually displays agency office location	• Use clearer image • Consider including agency tagline or call to action

Twitter Bio

The Twitter 'Bio" is where people look for a quick glimpse of information about your company. The Bio must be accurate, exciting, informative and offer a call to action in only 160 characters.

Opportunities

- Create an engaging and informative Twitter Bio
  - Creatively describe what your agency does and offers.
    - Consider using agency tagline
    - Avoid listing service locations
  - Hashtag products and services
    - #insurance #homeowners, #auto, #renters, #flood, #business etc.
  - Review bio for spelling and grammatical errors

Content

Quality content can help an agency boost sales, engage with current and prospective customers and build brand awareness. Content should be brief, informative, engaging, conversational and offer value to followers.

Post Copy
- Check links to make sure they are functional
- Avoid linking post directly from Facebook
    - Links from Facebook occasionally malfunction
    - Create a shortened version of Facebook post and manually add articles, images or other media
- Engage audience occasionally with conversation
    - Pose questions to audience
        - Twitter polls
    - Find ways to start a dialogue on insurance related topics

Post Length
- Posts must be punchy, but informative
    - Only allowed 140 characters

Type of Content
- To start, keep content consistent with Facebook
- Retweet related posts from credible industry sources and carriers
- Research and share trending insurance topics
    - See 'Resources' below for more content sources and topics

Balance
- Balance types of content including:
    - articles
    - photos
    - videos
    - infographics
    - Twitter polls
    - GIFs
- Include visuals or media with every post
    - Twitter is a more visual platform
    - Posts with visuals, statistically perform better

Frequency

Twitter is a more time sensitive social network. When and how often an agency posts affects how successful your page is long-term.

Posts Per Week

- Post frequently and consistently– (same days and times each week)
- Post daily on weekdays
- Identify when your audience is most engaged on Twitter
    - Generally, Twitter user are most engaged between 1pm – 3pm

Resources
Here are a few resources to help in building a quality social media presence.

Carrier
Carrier partner blogs are great sources for interesting articles, infographics, recent studies and timely news. Sharing content from your carriers is also a great way to market agency partnerships.

Industry
- [IA Magazine](#)
- [Property Casualty 360](#)
- [Insurance information Institute](#)

Trusted Choice
Trusted Choices offers a host of social media content from articles, infographics and one pagers for members. Check regularly for new resources and information

- Find content on our [Agent Resource](#) website
- Visit Trusted Choice social media pages
- Link your website to the Trusted Choice RSS Feed.
    - https://www.trustedchoice.com/content.rss.xml

Free Scheduling and Image Resources
- [Hootsuite](#)
- [Buffer](#)
- [Stocksnap.io](#)

Comments

Social media users visit business pages to discover useful content on specific subjects. Having your social media channels reviewed is a large step toward elevating the agency's social media presence. Here are a few ways ██████████████ can develop its social media footprint and deliver fun and useful content.

Develop a Social Strategy

Before developing content, first develop a social strategy. Define and outline your agency's tone and persona and exactly what your agency wants to share. Creating this outline sets the foundation for what content you will create and share.

When developing your social media strategy ask these questions to determine how the agency should establish is page.

- *What do I want to share?*
  - Decide what do you want to share with your audience. ██████████████ dibs and dabs in personal and business policies, so there are is a lot of potential. But, narrow this even further. Do you want to share tips on how to save on policies? Ways business can prepare for unforeseen events? Simplify insurance so that your audience can better understand? Or share what happens when you're uninsured. There are a million ideas that come to mind, but narrow down and decide what your agency wants its audience to know.
- *How do I want to share this information?*
  - Next is how ████████ wants to share information with social media users. Sharing information through blogs and articles, image and video are the most common. Be creative and research different tools and resources to help tell your agency's story. Consider the resources and manpower your agency has available. And Remember to keep it simple and within the scope of what your agency can do.
- What tone do I want to share information in?
  - Tone and persona is extremely important on social media. Sometimes, simply writing a clever and engaging post with a great image alongside it can be engaging enough. Look to your agency's company culture to guide your social media tone. Is the company culture witty and funny, open and caring, adventurous and entertaining? Whatever your agency's culture may be, let this show through how posts are written on social media. The experience clients receive when visiting your social media pages should mirror the experience they'll receive in your agency office.

With this strategy in place, it will be easier to clearly share what your agency is about. Social media users visit the 'About' section in search of who you are and what you do. Facebook allows you to list this information in a convenient layout for your followers. Take this opportunity to brag, boast and share as much information about your agency as possible. Share your story, history and mission as well as your services and accomplishments. Followers should leave the "About" or "Bio" sections with few questions of who the ██████████████ is, what it offers and how it can help.

Content Development

Approach social media content development with the intent to entertain and educate followers while promoting your agency. Content should help followers prepare for an event, take in the latest information, prevent disaster, or carry out day-to-day tasks that may, directly or indirectly, relate to insurance. Lean towards emphasizing insurance content more than staff

announcements. Followers should learn and be immersed into industry topics more than they're updated on staff happenings.

The agency's blog can become a central piece of ██████████ social strategy. Make the most use of the blog by sharing to your social media. Also consider posting quick facts or short quizzes based on blog posts to add more content. Repurposing blog content helps generate traffic directly to the agency website. Once there, followers are more likely to browse the rest of the site, and hopefully become the agency's newest clients in the process.

Share customer testimonials and encourage your client to share testimonials on social media. Invite clients to write reviews directly to your Facebook wall or tag your business page when creating their own post. Unlike Yahoo, Facebook, and other social media pages, haves the ability to share these posts with other users who may be searching for your services. One great review on your agency could spread across the internet and spark lots of interest.

Market Carrier Partnerships
Continue posting information from your carrier partners. Many carriers produce blogs with articles, photos, infographics and more that your agency could use to add more variety and value to your social media pages. Don't just rely on one or two partners for content. Draw from all your carrier partners to add diversity to your page. But don't overdo it. Make sure the majority of social media content is made and branded by your agency.

Take Advantage of the Trusted Choice Brand
As a Trusted Choice member, you have direct access to a host of Trusted Choice resources. Be sure to leverage the Trusted Choice brand and content resources offered to boost your social media presence.

Finally, as you develop your social media strategy, continue engaging your social communities frequently and consistently. Social media marketing is only as effective as your presence is consistent. The more you interact, the more visible your agency becomes. Make the effort to post on the same days and around the same times, but continue to prioritize quality over quantity of content. Social media users value useful content and prefer engaging pages great content rather than pages filled with dull posts. Take a moment to review the attached "Social Media Time Guide' to see the best and worst times to share content.