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POST, SHARE, FOLLOW

GROW YOUR BUSINESS WITH SOCIAL MEDIA

Featured Speakers

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INTRODUCTION

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About Ascend With Argo

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Training, support and mentorship for early-career insurance professionals:

- Webinars
- Underwriter shadow days
- Events
- A web-based resource center

Learn more: argolimited.com/ascend-with-argo

Agenda

Objectives

- Discover how to use social media to build stronger relationships with existing clients and to connect with new ones

- Understand how social media increases brand awareness

- Learn how to use various social platforms depending on audience, content type and tone

- Review best practices for posting on LinkedIn, Twitter and Facebook

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POLL QUESTION

How do you currently use social media?

a. Personal

b. Business

c. Mix of both

d. Not currently using social media

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What Is Social Media?

LINKEDIN

LinkedIn is the network professionals use to research industry trends – or when they're looking for a job.

More than 19M company pages

Quickly growing, with 500M+ members

260M monthly active users

Members in over 200 countries

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TWITTER

Twitter is a microblogging platform where users compose and share short bursts of information.

It is *the* place for up-to-the-minute updates on everything.

320M+ monthly active users

6,000 tweets are sent every second

Users in 200 countries

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FACEBOOK

Facebook is the world's largest social networking site.

People everywhere use it to connect with one another – and for business.

2B+ users
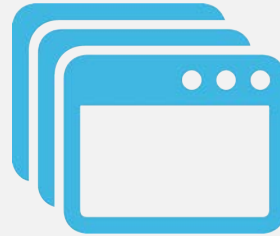
60M+ active business pages

Average user spends about 1 hour/day on Facebook

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Why Use Social in Business?

Use Social to:

- Increase awareness of brand/company you work for

- Increase your own personal profile

- Build relationships with your existing clients and connect with potential clients

- Recruit future talent; everyone should be a talent hunter

WHY USE SOCIAL IN BUSINESS?

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Social Media Usage Continues to Rise

The social landscape is changing quickly and in order to win, social sellers need to listen and engage where their audience is, rather than expecting audiences to come to them.

% of U.S. adults who use at least one social media site, by age

18-29 30-49 50-64 65+
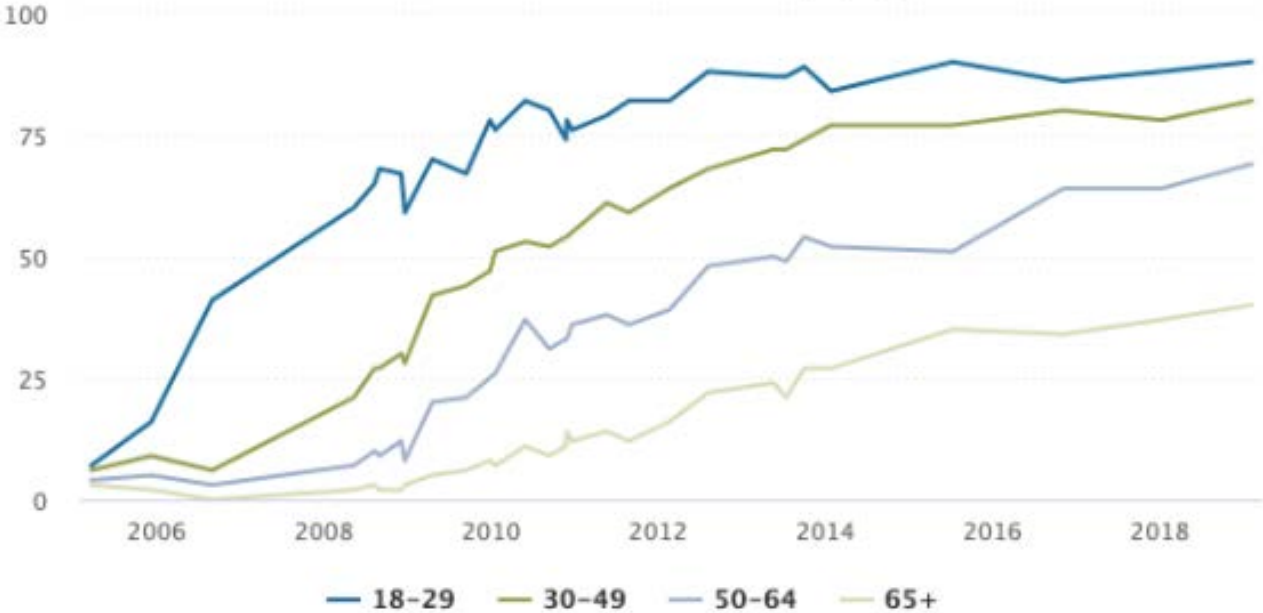
Source: Surveys conducted 2005-2019.

PEW RESEARCH CENTER

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What is Brand?

A brand is more than a logo or a well-crafted message. It is the intangible result people get when they experience a company and its work.

Why a unified brand matters:

- Establishes reputation

- Conveys competence

- Demonstrates value proposition

- Acts as a sales tool

WHY USE SOCIAL IN BUSINESS?

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Elements of Brand

Brand Promise
A promise by the brand to deliver a specific set of features, benefits and services to its customers.

Customer Perceptions
What customers know and believe about the brand based on their experiences

Customer Attitudes and Expectations
How customers feel about the brand and what they expect from it (may or may not be based on their experiences)

Brand Persona
The personality of the brand (e.g., friendly, serious, strong, happy, artistic, natural, progressive)

Brand Physical Elements
e.g., logo, tagline, palette, imagery, ambassadors, voice

Defining Your Personal Brand

3 adjectives that ...

- **you** would use to describe yourself today.

- **other people** would use to describe you today.

- **you WANT** people to use to describe you.

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Tips for Setting Up Your LinkedIn Profile

Core Components of Your LinkedIn Profile
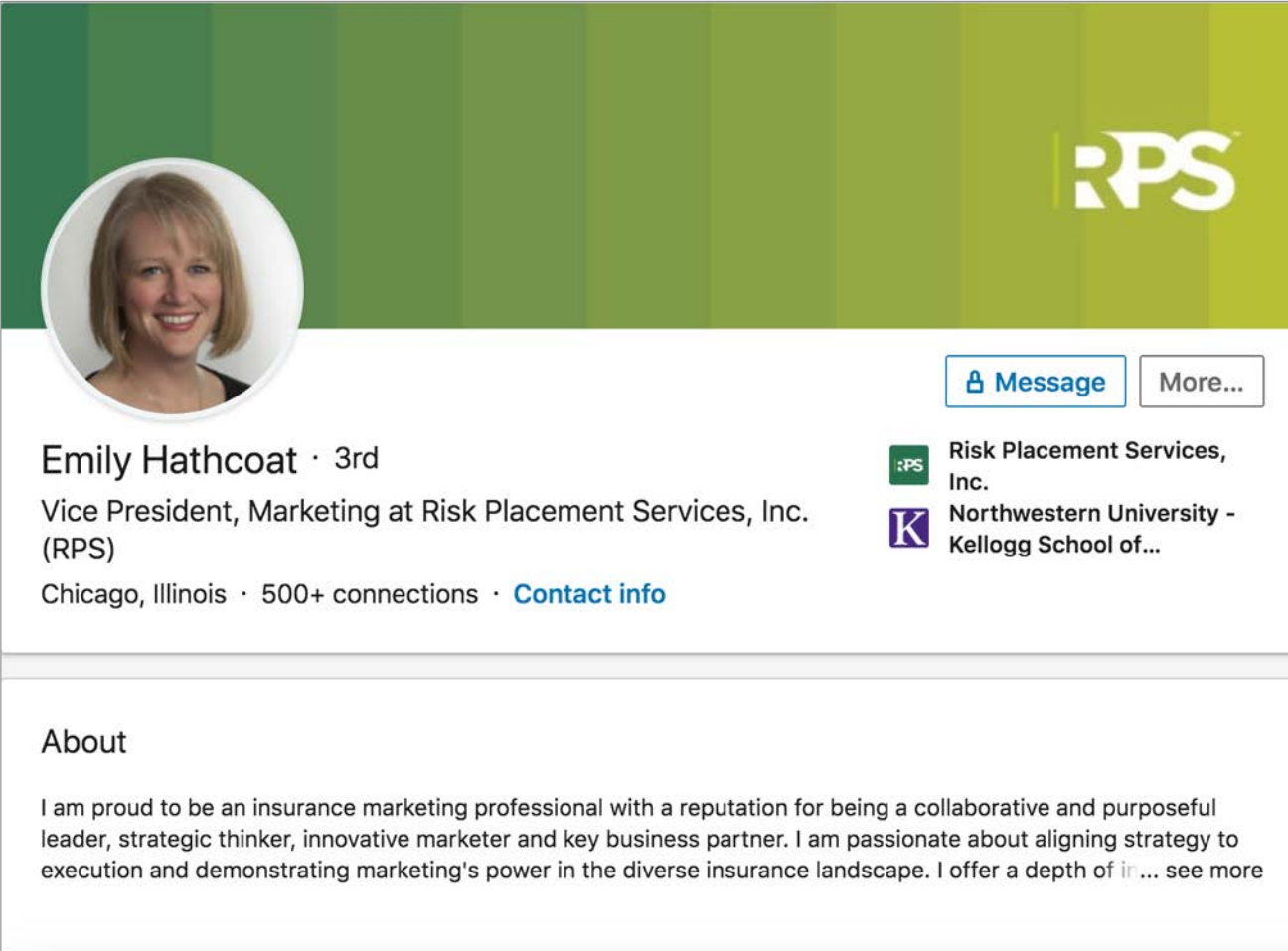
Headshot, Headline, Summary

"ABOUT"

Summary Starters:
I am [your role] who helps [your audience] do or understand [unique offering] so that [transformation and benefit].

I connect [target audience] to [something they want] by [differentiator].

Core Components of Your LinkedIn Profile

- Experience
- Education
- Accomplishments
- Skills & Endorsements
- Interests
- Activity Summary

Core Components
of Your LinkedIn Profile

Edit Public Profile & URL – Help People Find You

People Also Viewed

Russell Duffey · 1st
Vice President - Market Relations at
Risk Placement Services, Inc.

Angela Kim · 1st
Regional Marketing Director at
Gallagher

Michael Barry · 2nd
Vice President, Media Relations at
Insurance Information Institute

Edit public profile & URL

👁 Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

Learn more

Your profile's public visibility   On 🔘

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Platform Best Practices

POLL QUESTION

Which social media platforms do you currently use?
(Select all that apply.)

a. Twitter

b. Facebook

c. LinkedIn

d. Not currently using social media

Engaging, Posting and Creating Content

Engaging:
- Like client posts
- Comment on posts
- Direct messaging
  - When you first connect
  - Sharing an article

Posting:
- Sharing content from others

Creating Content:
- Developing a new, original post

LinkedIn Posts at a Glance

Content must:

- Be clickable
- Feature images or videos
- Pique readers' curiosity
- Include calls to action
- Show company's culture

Length: As required
Visuals: Always, but include more than photos – videos and infographics perform well
Tone: Slightly formal, slightly positive
Strongest days: Tuesdays to Thursdays, after business hours

Twitter
at a Glance

Tweets must:

- Be short and focused
- Include a mix of media: visuals, videos, GIFs, etc.
- Include relevant, industry-focused hashtags
- Compel readers to act
- Support (like or retweet) content that aligns with your voice and values

Length: 75–125 characters is optimal; 280 is the max., including any links
Visuals: Always on original posts
Tone: Slightly informal, slightly positive
Cadence: 3–5 tweets daily
Strongest days: Weekdays during business hours and Saturday mornings

# Facebook Posts
at a Glance

Each post we make must:

- Be clear and encourage followers to click through
- Include brief copy
- Include an image, video, GIF or infographic that adds context

Length: 50–75 characters
Visuals: Images always, videos as often as possible
Tone: Slightly informal, always positive
Cadence: 4–5 posts per week
Strongest days: Thursdays and Fridays

5:3:2 Rule
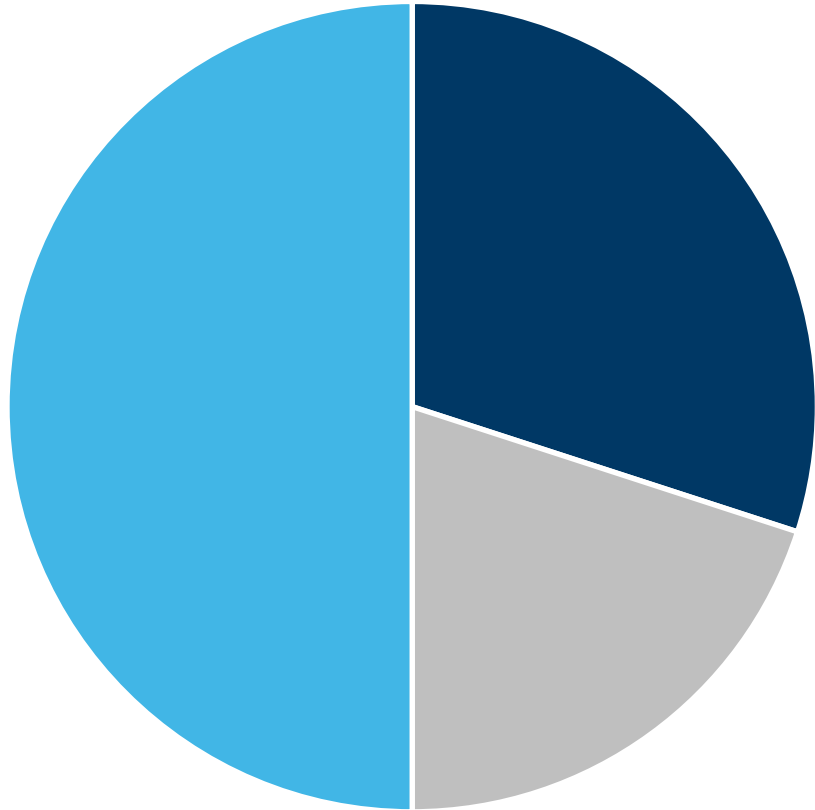
5 Five pieces of social content should be **from others**, relevant to your audience.

3 Three pieces of social should be **content from you**, relevant to your audience (and not directly selling your products).

2 Two pieces of social should be **personal**, something non-work related to help humanize yourself and/or your brand.

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Getting Started
With Social

Goal Setting

Defining your goal ...

- Growing your network
- Improve your visibility
- New business development
- Enhancing personal connections with clients
- Prospecting new clients
- Recruiting

... drives your social behavior.

- Frequency of activity
- Content
- Usage
- Measure of success

GETTING STARTED WITH SOCIAL

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One Last Piece of Advice

Social media should be the first date – the goal is
to take the business offline.

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Q&A

What questions do you have?

THANK YOU

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