



ASCEND WITH ARGO
Education. Insight. Connections.

POST, SHARE, FOLLOW

GROW YOUR BUSINESS WITH SOCIAL MEDIA

Featured Speakers



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About Ascend With Argo

Education. Insight. Connections.

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

POLL QUESTION

How do you currently use social media?

- a. Personal
- b. Business
- c. Mix of both
- d. Not currently using social media



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**

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**

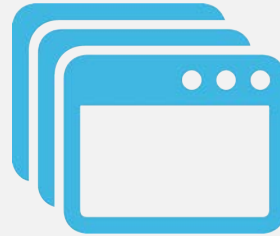
FACEBOOK

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**



Why Use Social in Business?

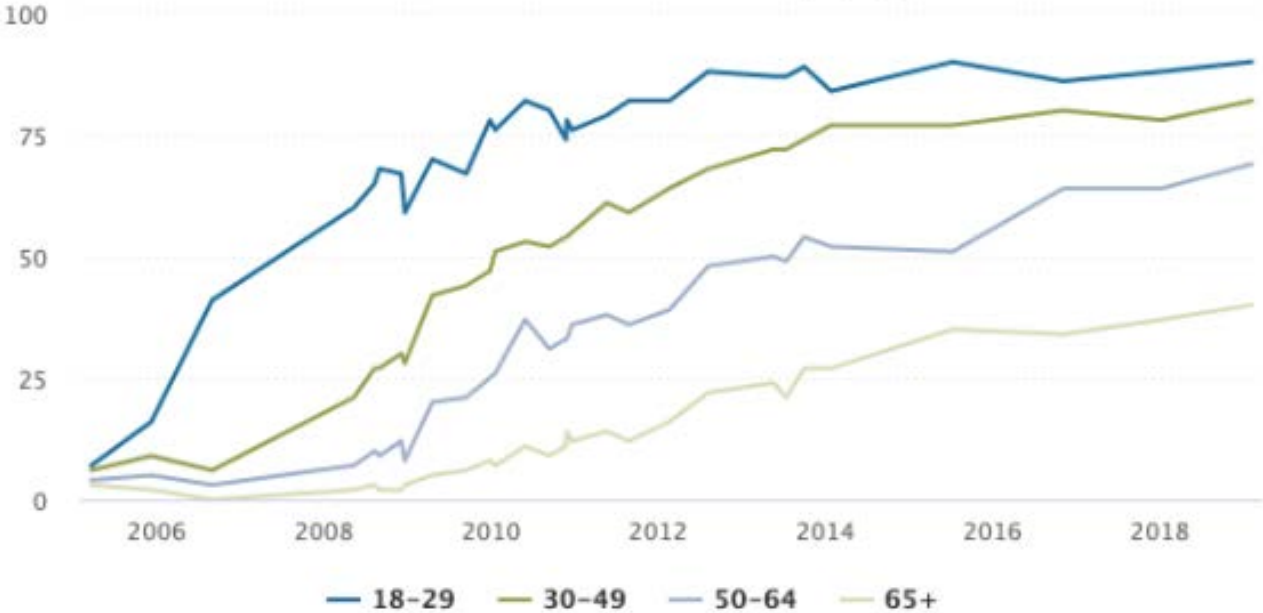
Use Social to:

- 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

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



Source: Surveys conducted 2005-2019.

PEW RESEARCH CENTER

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

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.

A woman with curly hair and glasses is sitting at a desk, looking at a laptop. The background is a blurred office setting with a desk lamp and some plants. The image has a dark, reddish-brown overlay.

Tips for Setting Up Your LinkedIn Profile

Core Components of Your LinkedIn Profile

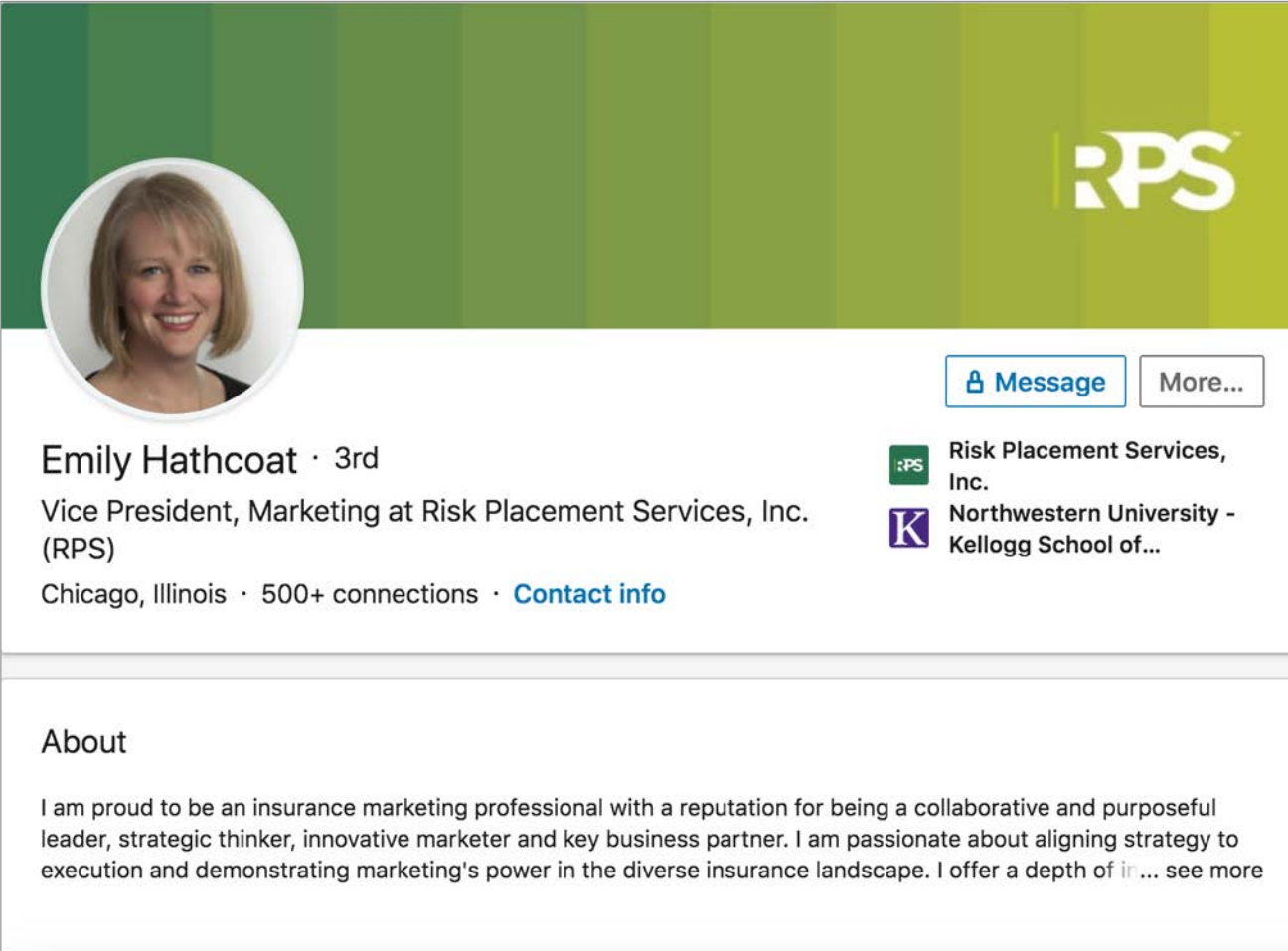
Headshot, Headline, Summary


"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].





Emily Hathcoat · 3rd
Vice President, Marketing at Risk Placement Services, Inc. (RPS)
Chicago, Illinois · 500+ connections · [Contact info](#)

[Message](#) [More...](#)

 Risk Placement Services, Inc.
 Northwestern University - Kellogg School of...


About

I am proud to be an insurance marketing professional with a reputation for being a collaborative and purposeful leader, strategic thinker, innovative marketer and key business partner. I am passionate about aligning strategy to execution and demonstrating marketing's power in the diverse insurance landscape. I offer a depth of in... see more


Core Components of Your LinkedIn Profile

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

Experience

 **Instructional Designer | Senior Training Specialist**
Risk Placement Services, Inc.
Aug 2018 – Present · 1 yr 6 mos


Education


 **University of Illinois at Chicago**
Bachelor's degree, Industrial and Organizational Psychology
1985 – 1989

Accomplishments

2 Organizations
Insurance Marketing & Communications Association · Ravinia Festival


Interests


 **Instructional Designers**
25,343 members

 **University of Illinois at Chicago**
210,967 followers



Skills & Endorsements


+ Leadership · 34

 Endorsed by Tony Solis, who is highly skilled at this

 Endorsed by 8 of Stephanie's colleagues
Pampered Chef

Articles & activity
3,524 followers [Manage followers](#)




 **The Women of RPS**
 Kelly Lennon
Published on LinkedIn

 **Good article, Kimberly Black ! I'm going to give meditation a try**
Kelly commented

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 

A top-down view of a person's hands typing on a white keyboard at a desk. The desk is cluttered with a laptop on the left, a mouse on the right, a coffee cup, and a smartphone. The entire scene is overlaid with a semi-transparent teal filter. The text 'Platform Best Practices' is centered in a yellow, sans-serif font.

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

Jennifer Edwards • 1st
Marketing Communications Specialist at Argo Group
1w • 🌐

Argo Group's Alex Andrews says he is always learning something new in his #insurance career. Check out this article to learn why the Underwriting Team Lead for Argo Construction finds the industry to be so exciting. ...see more

ARGO CONSTRUCTION
BEHIND THE SCENES

Is Underwriting a Good Career? For This Lifelong Learner, It's Great
argolimited.com

👍 44 • 2 Comments

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

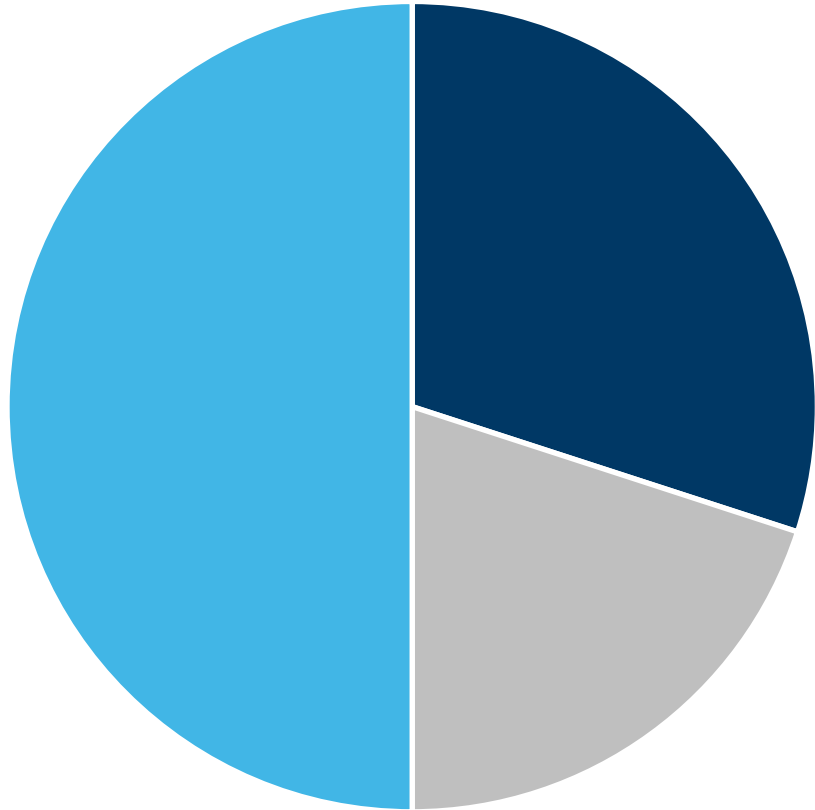
Each post we make must:

- 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.

A person's hand is pointing at a laptop screen in a meeting. The scene is dimly lit with a blue overlay. The person is wearing a watch and a denim jacket. The laptop screen shows a document with a large image. A potted plant is visible on the right side of the desk.

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

One Last Piece of Advice

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



Q&A

What questions do you have?



THANK YOU



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