

# Social Media Marketing

**The GOAL is to nurture a community.**

Granted, your overall goal may be to use social media to find and nurture leads, but your goal is to find, nurture, and form a community. You want to show your personality and share one of a kind insights, experiences, tips, and expert knowledge that only you can provide. When you cultivate content that shows you're an expert, it increases your chances of being top of mind for clients who need assistance navigating the employee benefits space.

Social media also allows you to create interpersonal relationships with potential clients. Think of social media as their preliminary way to vet you. Personality is key here, coupled with industry expertise and a few curated personal stories. I know it sounds complicated, but I promise it's not. The following are just a few suggestions on how to better market yourself using social media. Never forget: the bottom line is to utilize social media to nurture a community. If implemented correctly, the leads will come after.

## **1. Find out what social media channel your target audience is on and establish a presence.**

Prioritize your platforms accordingly.

## **2. Cut through the noise = Engage your fan base!**

The best way to do this is to get personal. You are a Broker and know how to sell the product. As any good Broker will tell you, it requires certain finesse. That personal style is what sets you apart from your competition. This is also what will assist you in cutting through the noise. It will allow you to create more personalized content for fans and draw in an engaged audience who will be more likely to listen if they are engaged by the speaker.

**A Broker's How-To-Guide  
to Become a Social Media Pro**

### 3. Create a social media content calendar

Why create a calendar you ask? Simple. The basic rule of social media is to have a constantly updated feed of content. So, while you are meeting potential new clients, social media still needs to be updated. A great way to tackle this issue is to plan your social media ahead. You can not only plan your social media ahead, you can also use a tool that can help you schedule while you are on the go.

### 4. Social Media Management Tools

Social media generally has a bad reputation of being intimidating to many companies and Brokers. It can be a daunting task considering that it needs constant attention and users need to make consistent updates. This is why social management tools exist: they help users automate social media updates and analyze metrics. Different tools work better for different social media platforms. Here are a few platforms to consider:

#### ✓ TweetDeck

- Popular Twitter management tool
- Especially useful to manage multiple Twitter accounts
- It's free!
- Allows users to manage feeds via customizable columns as opposed to a single Twitter timeline

#### ✓ Hootsuite

- The oldest social media management tool on the market
- Tool to schedule on major social media platforms (LinkedIn, Facebook, Twitter, and Instagram etc.)
- Offers bulk scheduling, which allows users to upload several posts at a time
- Allows users to customize the information that is fed to followers via analytic reports on engagement, activity, followers, etc.

#### ✓ Sprout Social

- Similar to Hootsuite
- Includes monitoring, analytics and scheduling features
- Also allows you to schedule, queue, and publish messages to each social media platform via the system.
- Sprout Social only works for Facebook, Twitter, LinkedIn and Instagram

## 5. Establish yourself as an expert in your field!

As Brokers working to make the lives of clients easier, you have an untapped wealth of knowledge that clients need to hear. A way to communicate this niche expertise with your target audience is through social media. Utilizing it can help in many ways, including bringing in new leads. Utilize social media to show what you have learned. Start talking to your audience. Interested people will follow to learn more from you and when they eventually want to do business, you will be a trusted source for them to turn to.

There are just a few rules to do this which are as follows:

### ✓ 80/20 Rule

80% of the content should NOT be about you! Only 20% of content posted on your page should be about you. It sounds strange, but it's very true. You don't want to turn your social media channels into virtual billboards. It can get boring for your audience.

### ✓ Content that can fulfill 20% and still be engaging

A great way to approach this is to think about how you would like for customers to come and see your broker information. By putting yourself in their shoes, it can inspire creative ways to show your content on social media in a manner that's informative and engaging.

### ✓ Be of service to others

People tend to follow people on social media channels for a variety of reasons. That being said, imagine that your audience will only follow you if they can gain something. Utilize your social media to be of service to others. If there is an aspect of healthcare that you consider yourself to be an expert on, feel free to share that information. Interested parties will follow and that potentially become a potential new lead.

### ✓ Share a story

Share something that inspires, educates, or helps potential clients. Possibly talk about lessons that you've learned. It helps establish a human aspect to your brand, as well as your expertise in the field. Educating through your personal stories makes people want to follow and come back for more. Be honest in your stories. If there are lessons that you had to learn over and over again, SHARE them!



## 6. Important Hashtags to Use

Hashtags (#) are simple to understand. You include them in your posts to make yourself more available to potential members of your online community. Don't use them all at once! Sparingly use them through your social media posts. Don't forget to put them after the caption.

#insurance	#insuranceagent	#business	#healthinsurance
#motivationmonday	#insurancebroker	#terminsurance	#funfactfriday
#health	#company	#companies	#life
#costs	#ACA	#work	#agent
#entrepreneur	#businessowners	#insuranceexperts	#insuranceneeds
#insuranceconsultant	#broker	#brokeragency	

## 7. Examples of Posts You Should Include on Your Page

Understanding the differences amongst the content you need to post on each social media channel will help guide the content you share. For example, LinkedIn is a great place for lead generation-centric campaigns as it is a more professional social media platform. It is also a platform to really display your expertise in your field. This will increase engagement, attract followers, and cultivate a community which can in time, result in leads.

Twitter and Facebook are great for sharing content and growing brand awareness. These platforms are not very lead centric, but can increase brand awareness. It would be great to show off the company culture on these platforms, as well as company updates. Any content that can highlight your brand or company is welcomed here.

Here are some examples of broker-centric content you can share:

- Company Events
- Pertinent industry articles that are helpful
- Industry-relevant video content
- Client wins or new client highlights
- Ensure confidentiality unless you get permission to share specifics from all parties involved
- Employee highlights
- Company culture
- Videos with helpful tips, free tools and resources
- Answers to commonly asked questions = Pay it Forward
- If it requires a more personal touch, private messages help establish a relationship which could bloom into more opportunities.

## 8. Best Times to Post

Social media seems like an endless stream of information and content, but there is a science to this. Analysts have determined that certain times during the day, activity on social media platforms is higher. Utilizing this information can increase engagement on content you post and enhance the number of interactions if done so consistently.

### ✓ Facebook

- Best time and day to post for health care:  
Wednesdays between 10:00 AM and 12:00 PM
- Best day to post for health care:  
Wednesday
- Worst days to post for health care:  
Saturday and Sunday

### ✓ LinkedIn

- Best times and days to post for health care:  
Wednesdays from 8:00 AM – 10:00 AM and 12:00 PM
- Thursday at 9:00 AM and 1:00 PM - 2:00 PM  
Friday at 9:00 AM
- Best day to post for healthcare:  
Wednesday and Thursday
- Worst day to post for healthcare:  
Sunday

### ✓ Instagram

- Best time and day to post for health care:  
Tuesday at 8:00 AM
- Best day to post for health care:  
Tuesday
- Worst days to post for health care  
Saturday and Sunday

### ✓ Twitter

- Best time and day to post for health care  
Wednesdays between 8:00 AM and 2:00 PM
- Best day to post for health care:  
Wednesday
- Worst day to post for health care:  
Sunday

## 9. Content requirements for each Social Media platform

Each social media platform has its own specific requirements for certain images. To assist with that, please see the listed requirements for these 5 social media platforms. Square images are ideal, but the following photo specifications will help you with your social media businesses needs.

### ✓ Twitter

- Profile Photo: 400x400
- Header Photo: 1500x500
- In-Stream Photo: 440x220

### ✓ Instagram

- Profile Photo: 110x110
- Photo Thumbnails: 161x161
- Instagram Stories: 1080x1920

### ✓ Facebook

- Profile Photo and Business Page Profile Picture: 180x180
- Cover Photo: 820x312
- Shared Link: 1200x628
- Event Image: 1920x1080

### ✓ LinkedIn

- Profile Image: 400x400
- Personal Background Image: 1584x396
- Company Logo: 300x300
- Square Logo: 60x60
- Company Cover Image: 1536x768

