



Social Media Daily Fives

Do the following items on each social platform that you intend to leverage on a daily basis.

1. Interact (reply/respond) to at least five different posts/tweets from people that you wish to engage with on that platform
 - a. All of the platforms reward action that keeps people engaged on their platform, there you can manipulate it
 - b. Comments, replies, and shares are better than just liking something
 - c. See if you can make comments that will incite a conversation
 - d. Look at your connection list on the platform and find people that you haven't seen or thought of in a while. Engage with them first to expand your circle of influence.
2. Connect with at least five people by either following/sending connection requests
 - a. Use the search feature and identify people on the outside of your connections that have a mutual connection
 - b. Use the search feature and identify people who could potentially refer business to you that you feel could be a benefit
3. Send at least five direct messages to followers
 - a. Recommend sending people messages that are not business related
 - b. The purpose is to create conversations
 - c. Ask them how their family, business, etc is going and let them talk
 - d. You simply want to learn more about them and keep a conversation going

Content Posting Thoughts

You need to drive conversation through your activity. So here are some guidelines that will help you do that.

1. Your goal is to allow people to know, like, and trust you. Use these platforms to reach a broader audience that can drive business to you since they will know, like, and trust you.
2. Pose thought provoking questions
 - a. You are trying to get people to respond. Questions will help you do that.
 - b. Use awkward or controversial questions to get people to come out of the woodwork
 - c. Potential claim scenarios that are confusing to outside folks can work really well. Especially if there is a visual.
3. Platforms Not Named LinkedIn
 - a. Only post about insurance related items 10% to 20% of the time. People do not want to talk about insurance.
 - b. Your thought provoking questions can be about all manner of topics. Sports, hobbies, your pets, children, etc are all great ways for people to get to know you.
 - c. Video works. People will always stop down for a video. You can leverage this by using it to story tell so that people will want to see what you are up to or talking about.
 - d. "Stories" or whatever the platform calls them can be super effective at capturing different peoples attention because some of them have a predisposition to stories rather than the main feed.
 - e. When you do post something about insurance, attempt to make it a compelling story.
4. LinkedIn
 - a. Since this is a business driven platform, you can post more insurance related content. But not insurance related only.
 - b. It is very beneficial to work in broad business development or growth type info as well as the insurance so that you are a resource rather than a salesperson.