

**DON'T THINK OF
IT AS A BURDEN,
THINK OF IT AS
THE BEST
BUSINESS TOOL
IN YOUR
BACK POCKET**

**Social media should
be added to your
toolkit to help
support activity you
already do, to help you
reach more people in
a cost-effective way.**

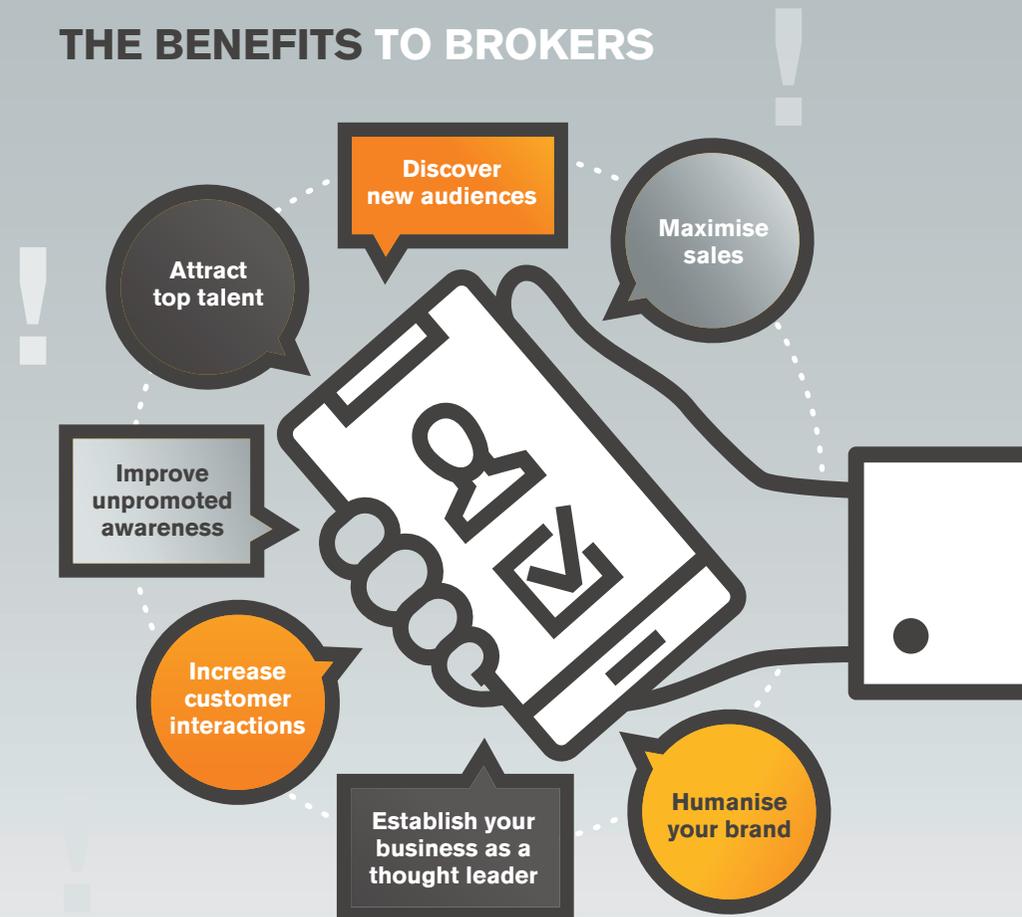
 **ecclesiastical**



Traditional forms of marketing and networking, from attending trade shows to print advertising, are always going to have a place in the insurance market. Social media should be added to your toolkit to help support activity you already do, to help you reach more people in a cost-effective way. When managed efficiently, using tools and platforms to help, social media can be a great way of gaining a business advantage in the market.

Adaptable
•
Targetable
•
Measurable

THE BENEFITS TO BROKERS



The list of benefits effective social media can bring is endless. If you're not taking advantage of social, you're missing out on a fast, inexpensive and effective way to reach a wealth of potential new customers. From keeping you top of mind for your follower's insurance needs, to increasing your website traffic and adding a friendly face to your brand, social media offers the opportunity to connect, engage and grow your business.

MEASURING SUCCESS

It is important to measure your social activity, to see what works and what doesn't, and to ensure return on your investment (both time and monetary). Your results will also help to shape your social media strategy going forward.



LinkedIn

Impressions

The number of times the update was shown to LinkedIn members.

Clicks

The number of clicks on your content, company name or logo.

Interactions

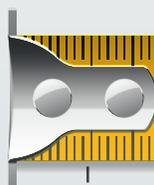
The number of likes, comments and shares on your update.

Followers

The number of followers you acquired when sponsoring an update.

Engagement rate

The number of interactions divided by number of impressions.



2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25



Key Twitter metrics to measure:

Tweets

The number of Tweets you've posted to your account.

Tweet impressions

The number of people that have seen your Tweets.

Profile visits

The number of people who have visited your profile.

Mentions

The number of times your username has been mentioned by others.

Followers

The number of followers on your Twitter account.

Engagement rate

The number of total link clicks, Retweets, favourites and replies your Tweets received divided by the number of impressions.

Link clicks

The number of times links within your Tweets were clicked. This includes links, hashtags and other users mentioned in your tweets.

Facebook Page metrics to measure:

Page likes

The number of people who like your Page.

Page followers

The number of people who have followed your Page.

Post reach

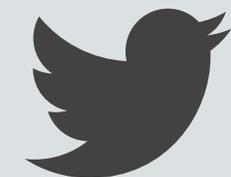
The number of people who have seen any content associated with your Page enter their screen, including ads.

Engagement

The number of times that people have engaged with your posts through likes, comments, shares and more.

Actions on page

The number of clicks on your Page's contact info and Call to Action button.



Twitter



Facebook

YOU'RE NOT ALONE

What are social scheduling tools?

Scheduling tools

As the importance of maintaining a social media presence has grown for brokers, so too has the popularity of tools needed to manage those profiles. Social scheduling tools are more than just a way to schedule posts in advance – the right tools can improve efficiency, help your overall management process, aid collaboration and so much more.

Why use social scheduling tools?

1 Schedule posts ahead of time

These tools allow you to create and bulk schedule multiple posts at a time. You can do this at a time that suits you and the tools will deliver the posts at the time selected. This approach can also help ensure you have the right mix of content, and help you maintain consistency across your channels. Clear out a day in your diary and schedule a month's worth of posts to avoid the stress of daily posting!

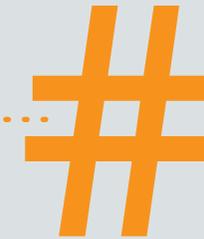
2 Manage multiple accounts at once

We all struggle to remember all of our different passwords and login details – you might have Twitter accounts for each niche you operate in, Facebook pages for sub-brands, keeping track of them all is time consuming. Scheduling tools allow you to link multiple accounts from multiple platforms into one place. The tools can collate messages and notifications from each account into one spot, saving you time and effort (and you'll only need to remember one password!)



#InsuranceBrokers
#InsuranceQuote #TermInsurance

#Schemes



#Risk

#SpecialistInsurance

#HeritageBuildings

3 Monitor keywords for potential leads

Customers, potential customers or stakeholders may be sharing content that you could engage with, share on your profiles or offer help and advice on – but if they don't tag you directly, how can you find them? Some scheduling tools enable you to track mentions of keywords, so you never miss a thing.

4 Streamline team collaboration

Sharing the load of social media management can improve efficiency and help you maintain levels of activity, however, having multiple people working on multiple accounts can get a bit confusing. Tools can help make sure you aren't commenting on a post more than once, or that it is clear who is responding to a direct message.

5 Measure performance and track ROI

Social tools make it quick and simple to export easy to understand, presentation-ready reports.

Top tools in the trade

 Buffer

 Hootsuite™

 Loomly

 sproutsocial

 TweetDeck

Ecclesiastical help

The Social Club is the exclusive destination for brokers who are interested in discovering ways of gaining a business advantage through social media.

At 'The Social Club' you'll find a social media programme of webinars and downloadable guides, designed specifically with the needs (and time restrictions) of brokers in mind.

ecclesiastical.com/insights/social-club



Platform help

help.twitter.com | linkedin.com/help | facebook.com/business/help



Contact details

Factor 3 are a fully integrated Digital and Creative agency, with a 23-year history working across the full spectrum of Financial Services. From Brand, Design and a huge expertise in the Digital/Social realms, Factor 3 have been working on global brands in Insurance, Mortgages, Investment and Banking.

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