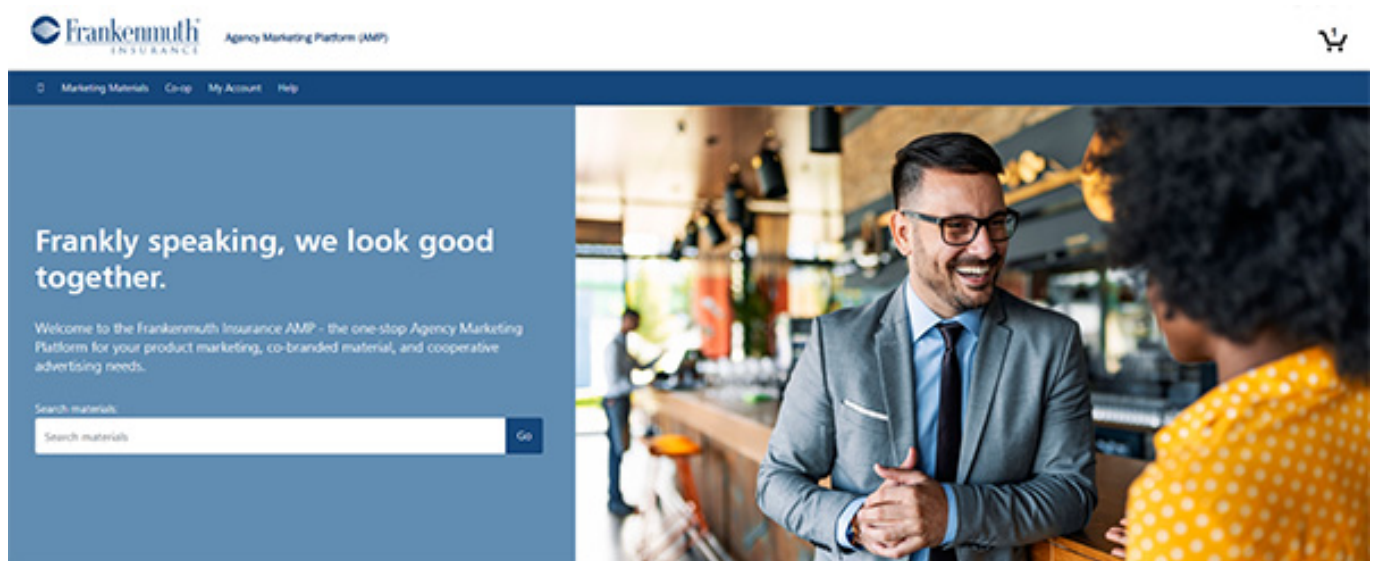


Agency Marketing Platform: Navigating Social Media Series



Ready to get social? Check out our social media series in the Agency Marketing Platform (AMP) to help boost your social media presence. Our pre-designed social media series will help save you time and can be co-branded with your company's logo.

Get started by following the steps outlined below.

Login to AMP:

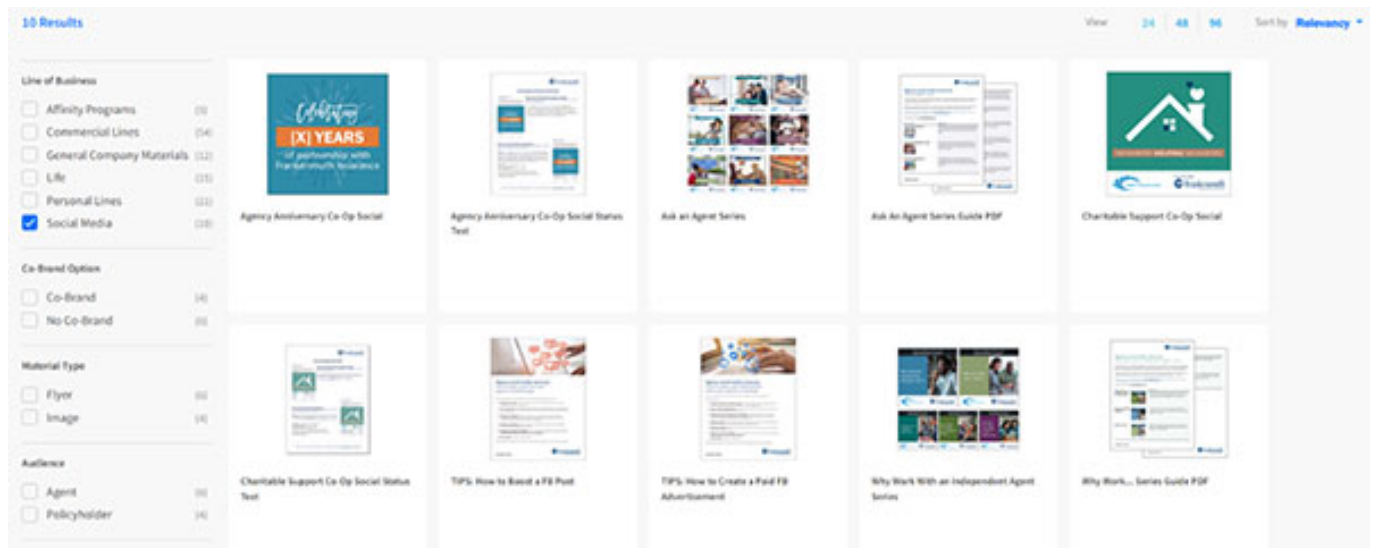
1. Login to [iBIS Agency Services](#)
2. Select Resources > Marketing > Agency Marketing Platform (AMP)
3. Enter your login information

To access social media materials:

A. On the homepage, under Search Materials in the white bar, type "social" or "social media" to access all available social media content.

OR

B. Select Marketing Materials from the top blue navigation bar. Under Line of Business on the left-hand filter section, check the box for Social Media and un-check any other boxes that may be pre-selected.



To customize a social media series:

1. Select your image series of choice
2. Once on the Product Description page, click the check box next to the images you want to customize with your logo. Next, select the blue Build button.
3. Once on the Customization page, you can upload your logo file.
4. After customizing your material, you can choose to download the images as a PNG, JPG, or PDF file to post to social media.
5. Each series has a coordinating status text PDF that you can download directly from the AMP site that provides you with recommended text to include in your post.

Are you interested in going a step further with your social media? We are happy to help with the cost of advertising or boosting these posts on your social channels through our cooperative advertising program. You can view your agency's available co-op funds for the year by navigating to the Co-op page from the main blue header bar. Your remaining funds will be shown in green under the Fund Snapshot. Please submit a project request within the Co-op page if you would like to plan a paid advertising campaign.

Looking for additional social content? Connect with Frankenmuth Insurance on our social media channels. Our posts on Facebook, LinkedIn, and Twitter are designed for our agency partners to post on their own social media pages to maintain a regular flow of new content. Click the links below to access our social media pages. If your agency has social media pages of its own, ask your page administrator to sign in and like/follow Frankenmuth Insurance. Please feel free to tag us on social media as well — we love to stay engaged with our agency partners.

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

Please don't hesitate to contact us if you have questions about the social media series, our co-op program, or trouble accessing the site. You can contact our team at marketing@fmins.com.