Guide to Boost Your Agency Social Media Content

Growing a strong social presence can often become an afterthought when you're focused on building your business. A strong social presence offers a competitive edge against competitors, allowing you to build meaningful relationships with policyholders and share key information about insurance. As your partner, we can do the heavy lifting to support your social media efforts. Our social media and blog content is created specifically to be used and shared by our agency partners.

We invite you to leverage the social media content we share on our **Frankenmuth Insurance blog**, **Facebook**, **LinkedIn**, **Twitter**, and **YouTube** pages. Easily re-post or share our created content to your agency pages to promote and engage with current and prospective policyholders with just a few clicks.

For your convenience, we've developed resources that will help you get started, including:

- November social media calendar to see topics and dates of publication so you can plan ahead to re-post or share.
- Social media cheat sheet to help you set a strategy for your social media efforts.
- How to boost a post from your agency's Facebook page.

When sharing our content, keep in mind that we love to engage with our agency partners. Please tag us in your posts on Facebook (@fmins), Twitter (@frankenmuthins), and LinkedIn (Frankenmuth Insurance) so we can like and comment and help spread your message farther than you can alone.

Questions? As always, you can reach out to us at marketing@fmins.com.