

How to ace your social media channels



Sometimes, social media can seem hard. You might think to yourself, “What should I post?” or “How often should I be posting?” Maybe you wonder which channel works best for which types of content. Well, we have answers — including some tips and tricks for each site.

Facebook

What You Do: Post status updates, share photos and videos

How Often You Do It: 3-5 times a week

Who's Your Audience: Current and prospective policyholders

Three Tips

1. Experiment with using pictures to enhance your posts since posts with images receive a much higher engagement rate.
2. Pay attention to trending topics, as posts about them will appear higher in users' newsfeeds due to Facebook's algorithm.
3. Keep a close eye on comments, wall posts and private messages sent from your fans. Complaints and inquiries should be addressed within 24 hours.



Twitter

What You Do: Share 140-character tweets, photos and videos, take polls

How Often You Do It: 2-5 times a day

Who's Your Audience: Current and prospective policyholders

Three Tips

1. Use hashtags in your tweets. A tweet with a hashtag will generate twice as much engagement, because it's easily searchable by users.
2. Drive traffic to your website. Point your followers to your blog or any other great content you have available.
3. Start conversations. Remember, Twitter is a dialogue, not a monologue. Interact and engage with other users.



LinkedIn

What You Do: Share updates, photos and publish posts

How Often You Do It: 3-5 times a week

Who's Your Audience: Agents, employees, others in the insurance industry

Three Tips

1. Position yourself as an expert in the industry. Be a thought leader. Share fresh content that will add value to users' feeds.
2. Post career opportunities. Recruit and learn more about new employees.
3. Encourage your current employees to list their experience, tagging your LinkedIn page in the process.



YouTube

What You Do: Share video

How Often You Do It: As you have new video content available

Who's Your Audience: Current and prospective policyholders

Three Tips

1. Make your videos more searchable with compelling titles and keywords.
2. Create playlists for related content. Then, users can watch multiple videos on the same topic — right on your page.
3. Encourage subscriptions. Once a user subscribes to your YouTube channel, they'll receive updates whenever you upload new videos.



Still have questions about social media? Ask them in the comments below.