

Marketing Tip: Let's talk About Your Facebook Feed



What we've heard: Agents are busy, and they don't always have the time or the team to devote to social media marketing.

How we help: We're using social media to become a trusted resource for current and potential policyholders. Almost every day, we're posting content that will educate and engage our audience, and we encourage you to take advantage of it. By pressing "share" on any one of our Facebook posts, you can add your own message, then send it off into your followers' feeds.

Your key takeaway: Facebook now allows you to choose the people and pages you want to see first in your feed, and we recommend adding Frankenmuth Insurance (along with your other favorites) to your list of prioritized accounts.

1. First, make sure you "like" [Frankenmuth Insurance](#) on Facebook.
2. Click "Following."
3. Click "See First."



Then, when you scroll through Facebook, you'll see content from Frankenmuth Insurance first, which means you'll be able to easily share it with your followers.

Want to garner more engagement on the posts you share? **Ask everyone in your office to prioritize YOUR Facebook page.** (Every user can select up to 30 accounts.)