Put Frankenmuth Insurance's Social Media Content to Work for You!

Social media is a very effective communication tool between consumers and businesses. In our fast-paced world it has become the go-to method for consumers to receive up to the minute news, announcements and tips in an engaging fashion. Social media provides a fast and effective means of spreading the word about your business and your brand, and best of all, it's free and easy to use!

At Frankenmuth Insurance, we recognize the valuable role social media plays within the insurance industry. Over the past year, we have been working with our advertising agency, Brogan & Partners, to strengthen and grow our social media channels. Specifically, we have been creating daily content which we post on our corporate Facebook, Twitter and LinkedIn social media channels.

What does this mean for you?

We know that you are busy managing the business of insurance. Even if you make the time, you may not feel confident knowing what to post or even how to get it posted. Updating daily and weekly social media content is a full-time endeavor. As one more way to make it easy to do business with FI, we invite you to "Follow" our social media channels (links provided below) and simply "Share" our content with your prospective and current clients.

Our engaging social media content includes: Consumer Tips, Insurance Industry News, Company Events, Weather-related Updates, Seasonal Safety Tips and more.

Please take a moment to follow our social media channels below, both from your personal social media accounts and your agency pages if you have them established.

- **Facebook**
- **Twitter**
- **LinkedIn**

If you have questions or just need some help getting started, please contact Kellen Bickel, Marketing Specialist at: kellen.bickel@fmins.com or 989.652.6121 x 2729.