

Recent Cyber Attacks Spark Consumer Interest in Protecting Their Businesses

Cyber attacks continue to make headlines, including a report this week from FOX Business that cyber crooks are targeting small businesses. Why? Because cyber hackers view small businesses as a soft, easy mark versus big blue chip companies that have ramped up their cyber firewalls. These attacks can be devastating to small businesses — according to the 2015 Cost of Data Breach Study, the average cost paid for each lost or stolen record containing sensitive and confidential information increased 6 percent, jumping from \$145 in 2014 to \$154 in 2015.

While the media tends to paint these attacks as a “new trend,” Frankenmuth Insurance experiences data breach claims from small- to large-sized businesses every week. In an effort to help business owners understand the risks they face, we posted an article today about small business cyber risks to our Facebook, LinkedIn and Twitter social media platforms. We developed these posts to create an easy way for our Agency Partners to spread this vital message.

We encourage our Agency Partners to use this social media content to start a conversation with current and potential policyholders about the dangers of cyber attacks and how you can help them protect their businesses. Frankenmuth Insurance offers Cyber and Information Protection Plus to ensure businesses have the 13 key coverages that will protect them in the event of an attack.

Here’s how you can share one of our posts:

- Open the Frankenmuth Insurance page on Facebook, LinkedIn or Twitter.
- Make sure you’ve “liked” Frankenmuth Insurance on that social media channel.
- Locate the post about small business cyber risks.
- Hit “Share” and then add a brief comment, such as “Here’s some valuable information about the threat of a cyber attack on your business.”
- Your comment and FI’s post will now be visible to all of your agency’s followers.

Eager to continue this social media promotion? Here are some quick instructions for sharing FI’s Cyber & Information Protection Plus pages from our newly enhanced company website at fmins.com:

- Hover over the Business tab, then select “Cyber and Data Coverage.”
- Move your mouse all the way to the left so that a panel of icons appears.
- Choose a social media channel, such as Facebook.
- A new window will appear with a preview of the posting on Facebook.
- Click the “Share on your own Timeline” dropdown on the top of the window. Select “Share on a Page you manage” if you manage a page (the agency’s) from your personal account. Then select the name of the page.
- Add a customized message by clicking in the “Say something about this...” window.
- “Tag” our Frankenmuth Insurance Facebook page in the message by typing @Frankenmuth Insurance and clicking our page when it appears.
- To post, select the blue “Post to Facebook” icon in the lower right corner.

For more information about our Cyber and Information Protection Plus product and talking points to aid you in your conversations with customers, [click here](#).

Together, let’s help business owners get the coverage they need to avoid costly, debilitating cyber attacks.