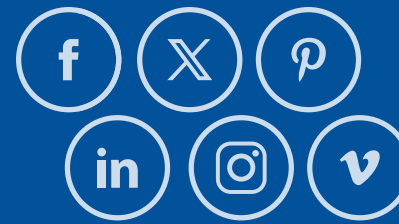


SOCIAL MEDIA QUICK GUIDE



Ready to use social media to help expand your book of business? To begin, you'll need to create a business page. Facebook offers a great [Step-by-Step Guide](#) on how to do this.

All social media content is subject to [CMS Medicare Communications and Marketing Guidelines](#). **Before you start creating posts, it's crucial to understand and follow the guidelines.** Failure to comply puts you at risk for penalties, including the risk of losing your license. Contact your upline Compliance Officer and have your content approved before posting.

As you get started, follow the recommendations below to create successful posts.

DO'S — WHAT MAKES A GOOD SOCIAL MEDIA POST?

Clear Messaging



Make sure your posts use easy-to-understand language to make a simple, useful point.

Use Images



Your posts will do better when they catch people's attention with a photo or an attractive design.

Deliver Knowledge



Share educational information to help your audience understand insurance basics.

Call-to-Action (CTA)



Always include a CTA to encourage followers to inquire, share or visit your website.

Brand Yourself



Find a visual style and stay close to it so that your audience gets to know you and your style.

Use Templates



Start simple with materials from your FMO, then expand into free post templates available online.

DON'TS — STEER CLEAR OF THESE!

- **Avoid Jargon:** Stay clear of industry terms — speak like you're talking with a friend.
- **Don't Overpromote:** Post helpful information without personal sales pitches.
- **Avoid Tricky Topics:** Stay friendly and professional, and keep posts helpful.
- **Don't Forget CMS:** Make sure to follow CMS communication and marketing rules.

TIPS FOR LONG-TERM SUCCESS

- **Hashtag Strategy:** Find an online resource and learn how to use a few hashtags to connect with larger audiences.
- **Respond to People:** Reply to comments, mentions and messages with friendliness and professionalism.
- **Post Regularly:** Maintain a regular posting schedule to keep your audience engaged and informed.
- **Post With Purpose:** Be genuine and professional, and allow people to find you as your following grows.
- **Join an Agent Group on Facebook:** Meet with other agents in your community to see what works for them.

By starting with these guidelines, you can create a professional and friendly social media presence that informs current clients and attracts potential clients, while building a positive reputation within your community. You've got this!