

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue square background.

for the
Insurance Professional

ACT Webinar Presented By:

Cindy Donaldson, Founders Insurance Group, Inc.
Rick Morgan, Chair ACT Social Web Work Group
Jeff Yates, ACT Executive Director

The webinar will start shortly!



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Jeff Yates

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Housekeeping Items

- ❑ Enter questions in the written Question & Answer Box
- ❑ A recorded webinar will be made available at the “Websites & Social Media” Quick Link at www.iiaba.net/act
- ❑ You will get follow up email with presenters’ email addresses
- ❑ [facebook.com/independentagent](https://www.facebook.com/independentagent)

Rick Morgan



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Founders Insurance Group, Inc.

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www.linkedin.com/in/cindydonaldson

The Facebook logo, consisting of the word "facebook" in white text on a blue square background.

www.facebook.com/cindydonaldson62
www.facebook.com/foundersinsurancegroup

The Twitter logo, consisting of the word "twitter" in a light blue, lowercase, sans-serif font.



www.twitter.com/brookhollow
www.twitter.com/FoundersGroup



www.foundersgrp.wordpress.com



Facebook and insurance?



**Mark
Zuckerberg,
age 26,
founder of
facebook**

The stats: **Over 750 MILLION users!**

- People spend over **700 BILLION** minutes per month on Facebook
- Social media is here to stay and is the way the “next generation” communicates
- People buy based on “reviews” from other people – Facebook is one medium
- Powerful part of your overall Marketing Plan
- Connect it with other forms of social media for maximum performance
 - Blog, Twitter, LinkedIn

Success = Consistency and Useful & Interesting content





Decide what you want the world to see – **PRIVACY**

- Facebook and Privacy <http://www.facebook.com/policy.php>
- Privacy Settings make it a priority! <http://www.facebook.com/policy.php#!/settings/?tab=privacy>
- **Decide BEFORE you create your fan page how you want your personal privacy settings set up.**

facebook

Search

Home Profile Account

Cindy Hageman Donaldson > Edit Profile

Basic Information

Profile Picture

Featured People

Education and Work

Philosophy

Arts and Entertainment

Sports

Activities and Interests

Contact Information

Visit your privacy settings to control who can see the information on your profile.

Current City: Torrington, Connecticut

Hometown: Goshen, Connecticut

I Am: Female

Birthday: Aug 10 1962

Interested In: Women Men

Languages:

About Me: I'm assertive, like to be in charge - but also don't mind being taken care of once in awhile. I am the eternal optimist - so I've been told. I enjoy an adventure, get bored VERY quickly and find it absolutely hard to believe that I'm 48 years old. I'm a moderate - more liberal than not. I'm passionate about my causes - and tend to be on every committee

Edit Friends

Use Facebook as Page

Account Settings

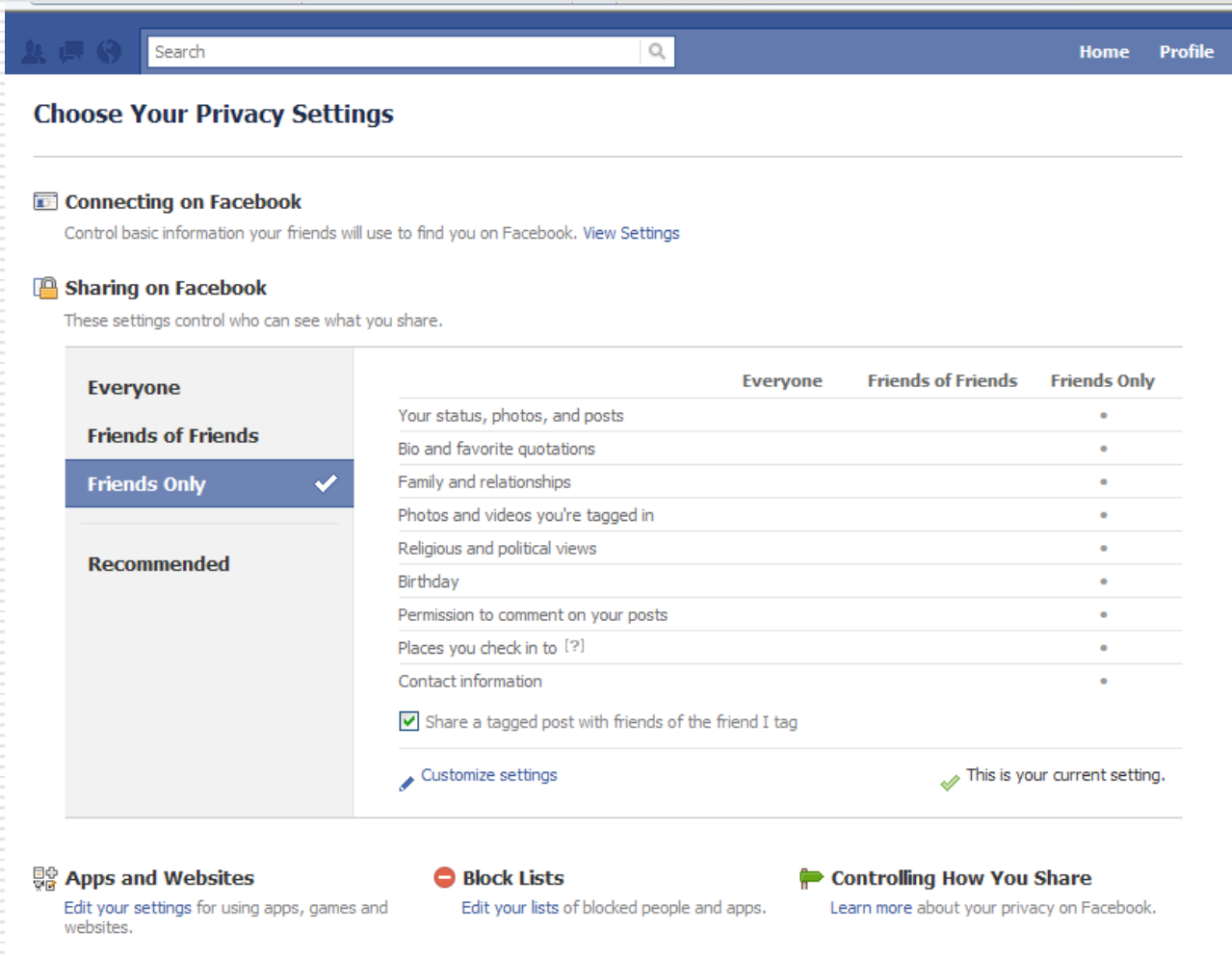
Privacy Settings

Credits Balance

Help Center

Logout

Privacy Settings – up to you!



The screenshot shows the Facebook Privacy Settings interface. At the top, there's a navigation bar with a search bar and links for Home and Profile. Below this is the main heading "Choose Your Privacy Settings".

The first section is "Connecting on Facebook", which allows users to control basic information their friends use to find them. Below this is "Sharing on Facebook", which controls who can see what is shared.

The main content area is a table with a left-hand menu and a main table of settings. The left-hand menu has four categories: "Everyone", "Friends of Friends", "Friends Only" (which is selected with a checkmark), and "Recommended".

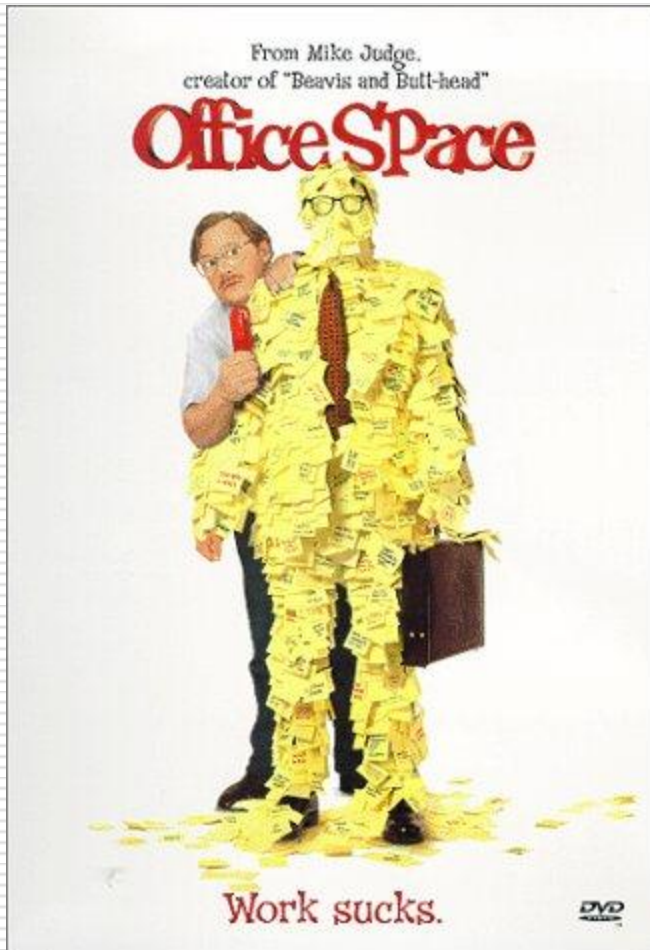
	Everyone	Friends of Friends	Friends Only
Your status, photos, and posts			<input type="radio"/>
Bio and favorite quotations			<input type="radio"/>
Family and relationships			<input type="radio"/>
Photos and videos you're tagged in			<input type="radio"/>
Religious and political views			<input type="radio"/>
Birthday			<input type="radio"/>
Permission to comment on your posts			<input type="radio"/>
Places you check in to [?]			<input type="radio"/>
Contact information			<input type="radio"/>
<input checked="" type="checkbox"/> Share a tagged post with friends of the friend I tag			<input checked="" type="radio"/>

At the bottom of the table, there is a "Customize settings" link and a green checkmark indicating "This is your current setting."

Below the main settings area, there are three additional sections: "Apps and Websites" (with a link to edit settings for apps and games), "Block Lists" (with a link to edit lists of blocked people and apps), and "Controlling How You Share" (with a link to learn more about privacy on Facebook).



Mixing work & pleasure – careful!



- ❑ Co-workers as “friends”
 - check your privacy levels
 - It’s ok to not “friend” your coworkers!
- ❑ Have a Social Media Policy
- ❑ Never say anything negative about your boss or co-workers
- ❑ Always get permission to use clients names and/or pictures. Privacy laws!
- ❑ Communication between management and employees is key to a successful social medial endeavor

Business Pages – YES!

Reference: <http://www.facebook.com/business>



- No Limit of “Likes”.
- Separating business/personal – think ahead!
 - Individual = Profile
 - Business = Page
- Facebook Pages are public.
- Gives Your Website or Blog Backlinks.
- Contact All Fans.
- Your new Fan’s News feed.
- It’s free and easy.
- Custom welcome pages available through sites such as pagemodo.com

Creating a Page

The screenshot shows the Facebook interface. In the left sidebar, the 'Ads and Pages' link is highlighted with a red arrow. In the main feed area, the 'Create an Ad' button is also highlighted with a red arrow. Below the feed, the 'Pages You Admin' section is visible, listing several pages with their fan counts.

Page Name	Fans
Founders Insurance Group	144
Hundreds for Hinsdale	9
Libby's Furniture	-
Litchfield Area Business Association - LABA	64
Torrington Development Corporation	113

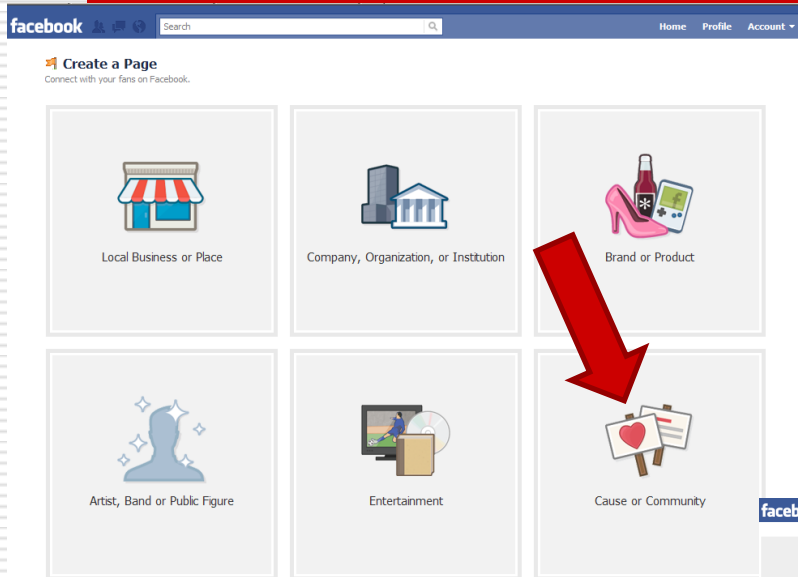
It's easy!

1. Under your picture click on "Ads and Pages"

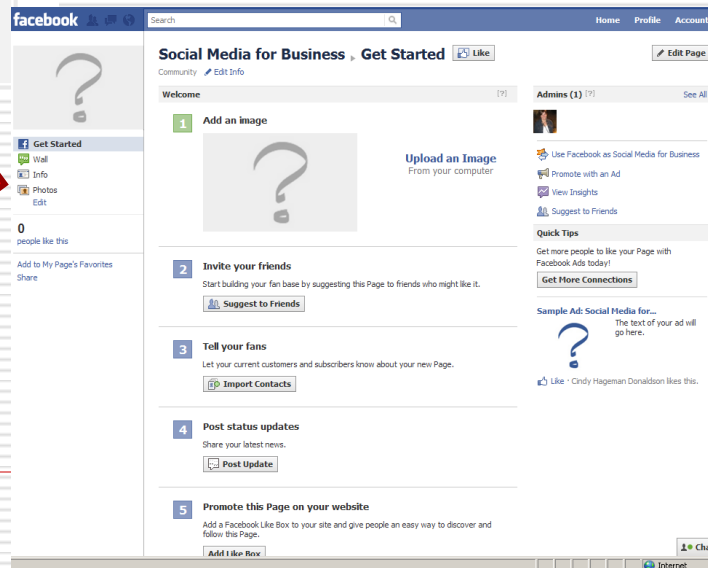
1. Click on "Create Page"



Setting up your Business Page



1. Choose your category
2. Pick a name – I chose Cause or Community and picked Social Media for Business as the name.
3. Just follow the steps and fill in your information!



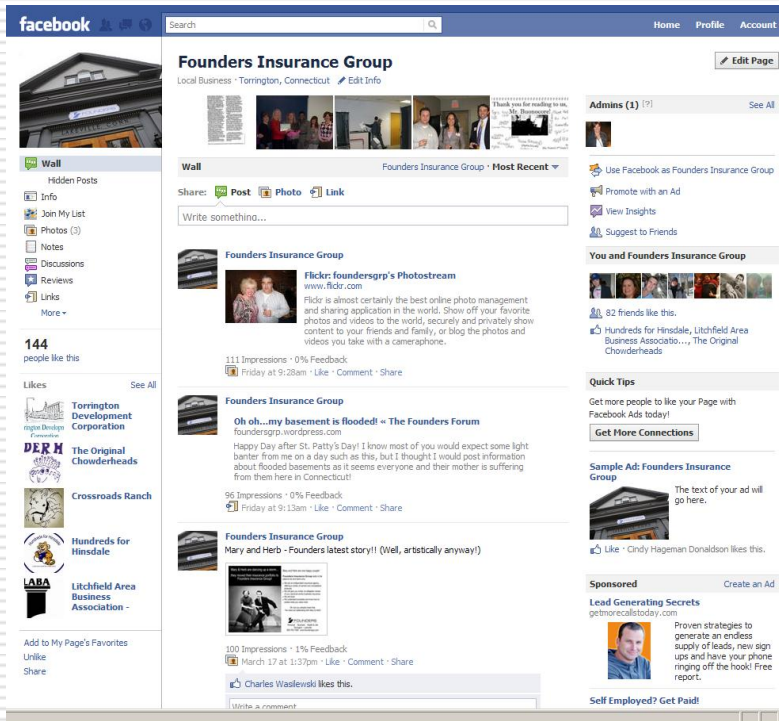
ACT

How to work it!

My work Page:

www.facebook.com/FoundersInsuranceGroup

You need 25 "Likes" to get a personalized URL!



What makes a business page successful

- Know your purpose
 - Buy products?
 - Understand your brand?
 - Get to know your staff?
- Update it often with useful content
- Use pictures
- Use interesting information
- Show your staff, employees
- Publish your non-profit efforts
- Get your employees involved

Social Media is "connective" – Blogging, Tweeting, Facebook posting – pull them all together!



We Understand Priceless.
Protecting what you value most.



FOUNDERS OVERVIEW

Founders Insurance Group and our predecessors, have been protecting Connecticut and New York families and businesses for over a century. As a Trusted Choice independent insurance agency, we understand protection – protecting what you value most.

Protecting your Home and Auto – As an independent insurance agency we have access to a large group of carriers allowing us to offer a wide variety home and auto Connecticut and New York insurance options.

Business Insurance – Insuring all sizes of businesses from the small CT family owned business to the large international corporation.

Highnetworth Accounts – Specializing in insuring Manhattan properties, historic and high value homes, classic and vintage autos, art and jewelry collections and other precious assets.

Group Life & Health – Protecting your business and your employees. Our team will guide you through the complex health care system to find the right Health and Life Insurance package for your company's.



FOUNDERS ONLINE

Only Donaldson FoundersGroup

HuffingtonPost: Obama: US will not deploy ground troops to Libya [http://huff.to/gp8m2](#) *3 days ago*

las2008: Don't work for or with people who don't treat you or don't share your highest values. They will not bring out the best in you. *3 days ago*

FoundersGroup: Blue Jeans Friday at Founders - sending kids to camp! You can *3 days ago*

Join the conversation

Founders Insurance Group

You're the 17th

145 people like Founders Insurance Group.

Like · Like · Like · Like · Like

Facebook.com/FoundersGroup

FOUNDERS IN THE NEWS

Blue Jeans Friday to support the Summer Dream Fund is a big hit with Team Founders! The Fund, led by our own Sara Gambino and her fellow Leadership Northwest team members, is a scholarship program to send a child or children to summer camp. [\[read more\]](#)

Helpful winter tips from our friends at Travelers! Everyone in the northeast has been dealing with shoveling roads, ice dams and even home roof collapses. How do you prevent it? Our friends at Travelers have a few ideas. [\[read more\]](#)

Founders proudly sponsors the Saratoga Cinema! If you have ever been to Saratoga, you know it's a beautiful area with its historic architecture and organic gourmet program with real butter (yes I said real butter that you actually put on yourself), the Saratoga Cinema is a breath of fresh air from the mega-cinemas that dot the landscape. [\[read more\]](#)

Founders proud sponsor Warner Theatre's 1800's Christmas production to be held in the Historic downtown venue on January 6th and 9th of 2011. MCHDC, a revolutionary dance company, will bring its festive piece, *Spinnaker* alive on stage with athletic dance, riveting music, outrageous costumes, and inventive props. [\[read more\]](#)



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How to get Likes!

1. First – Know your purpose
2. Begin with your “friends”
3. Put “Share” links on your blogs, website
4. Put your Fan Stream on your website
5. Put your Facebook address on everything!
6. Have a contest and pick a Fan of the Month winner
7. Support a charity donating so much money for each “Like”
8. Don't spam – careful of automated postings!



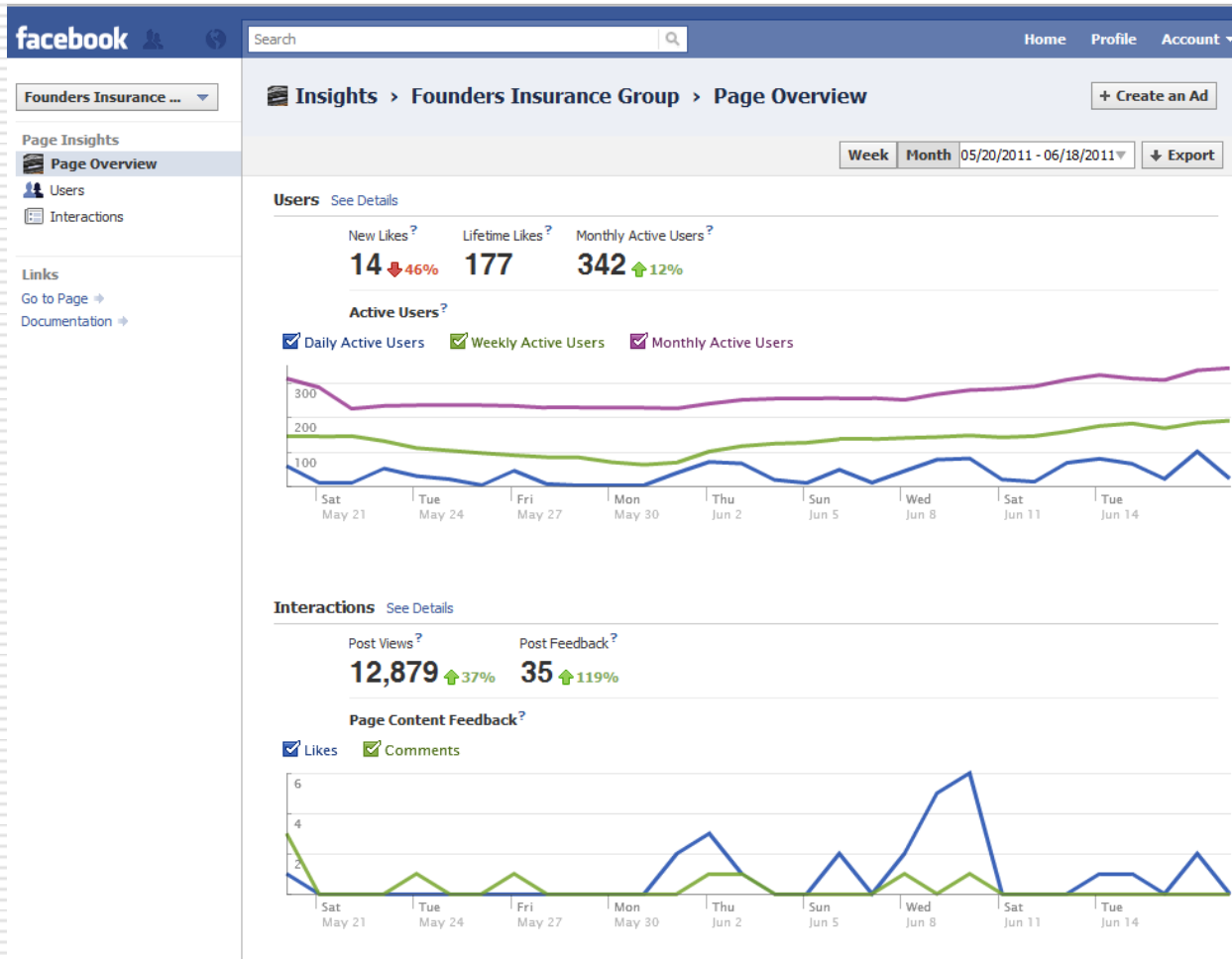
Become A Fan

“Use Facebook as Page”

The screenshot shows the Facebook interface for the 'Founders Insurance Group' page. The page header includes the Facebook logo, search bar, and navigation tabs for Home, Profile, and Account. The main content area displays the group's name, location (Torrington, Connecticut), and a photo gallery. A red arrow points to the 'Founders Insurance Group' dropdown menu, which is open, showing the 'Use Facebook as Page' option. Other options in the menu include Edit Friends, Account Settings, Privacy Settings, Credits Balance, Help Center, Log Out, View Insights, and Suggest to Friends. The left sidebar shows the 'Wall' section with a 'Write something...' text box and a list of likes from users like DERH, Crossroads Ranch, and irwin siegel agency, inc. The right sidebar features a 'Quick Tips' section and a 'Sample Ad' for the group.

- Make comments as your company vs. you personally
- Get notifications about activity on your page
- See stories from the pages you “Like”
- Interact with other pages as your page!

Insights – see how you are doing!

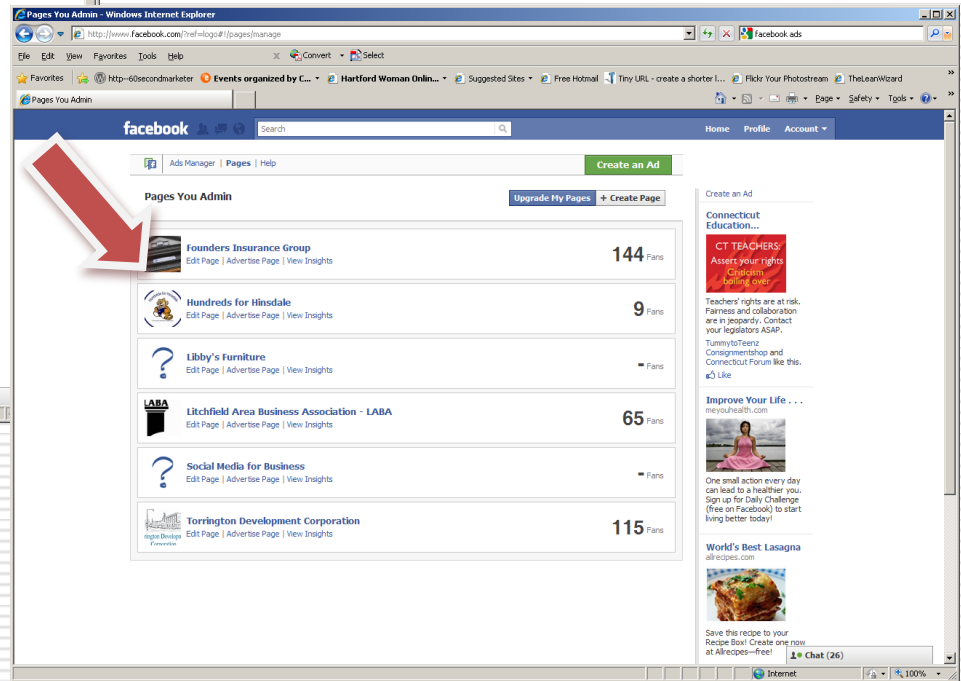
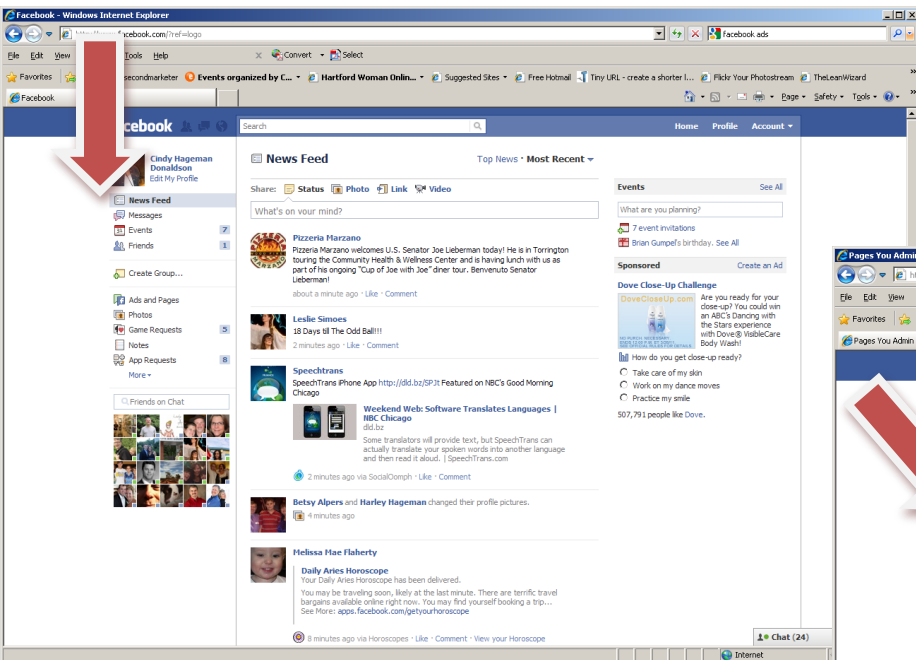


Facebook ads & Sponsored Stories – the inside scoop

Reference: <http://www.facebook.com/business>

- ❑ Pay per click or Pay per 1000 Impressions
- ❑ You set the budget, the time-frame and pick the demographic
 - Age, location, sex, keyword, relationship status, job title, workplace, or college
- ❑ Ads can appear in the right-hand column of pages throughout Facebook. Ads are eligible to appear on many types of pages, including Apps, Photos, Groups, Pages, Profiles, and the Home page.
- ❑ The content of a Facebook Ad is sometimes paired with news about social actions (e.g., liking a Page) that your friends have taken.

Facebook ads – how to



- ❑ Click on Ads and Pages on the Left Hand side of your page and then choose the page you are doing the ad for.

Recorded ACT Social Web WG Webinars & Tools

- ❑ "LinkedIn for the Insurance Professional"
- ❑ "Introduction to the Social Web - A New Way to Connect"
- ❑ "Agency E&O Considerations when Social Networking"
- ❑ "Successful Agency Techniques to Build, Integrate and Manage your Blog, Facebook, Twitter and YouTube"

ACT Resource: "Creating a Social Web Policy for Your Independent Agency"

www.iiaba.net/act at "Websites & Social Media" Quick Link

