

FAQ

How often should you post? Is there such a thing as posting too much?

You can experiment, but typically a few posts per week is a good amount. It's best to spread your posts out throughout the week (e.g. Monday, Wednesday and Friday versus Monday, Tuesday, Wednesday). The key is to be consistent. It's far better to post once per month consistently, than to post three times per week for a month and then not post anything for three months. Long gaps between your posts may cause your audience to believe you abandoned the page or worse, are no longer in business. There are some examples of post schedules and timing in previous social trainings. Previous social trainings are all available on www.acuity.com/social-training

What time of day should you post?

There are good resources available for this info. Here is one example: <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>. It may be different for your audiences though and can take experimentation to find the best times/days in some cases.

Is there a best social platform?

As far as the most popular platforms, Facebook is at the top, followed by Instagram and Twitter. Keep in mind boosting posts on Facebook can also go to your Instagram feed, as Facebook owns Instagram. Because Facebook, Instagram and Twitter have the largest user base your audience will likely be there. That said, focus on the platform(s) your target audience uses. If you're targeting a niche business audience, LinkedIn may be more appropriate.

What platforms other than Facebook should we be on?

You may find that only one, or a couple platforms work well for you. Facebook allows the most options for a post. Instagram, Twitter, and LinkedIn would be some of the next platforms to consider. Instagram is more picture intensive as links are not clickable unless as part of a boosted post. LinkedIn has more of a commercial audience.

How should a complete beginner start on social media? How do we get followers and engagement on a new account?

Encourage co-workers &/or friends to share posts from your new page. Social media has become "pay-to-play"; however, this doesn't mean you need to make huge dollar investments. If you're just getting started, allocating a small budget to build an engaged base can be helpful. Remember when you are starting to be consistent with posting. You might not get much engagement to start but sharing consistently and regularly will be the best way to grow and engage your audience.

How do we post engaging content on a regular basis without having a dedicated marketing team?

One strategy is to set time aside each day or so to check on your social pages. Building in as little as 10-15 minutes into your morning routine or around the lunch hour can be very effective. Use five minutes to like and respond to any comments you've received and five minutes to create your next post. Another strategy is to set aside a longer period of time and schedule posts all at once. For example, on Fridays set the schedule of posts for the next week. If you can, divide and conquer, have everyone send you ideas for posts they think would work on social media sites. If one person posts for your page, have another check in to monitor comments and engage with your community.

Should you share the same post across multiple platforms (i.e. Facebook, Instagram, LinkedIn, Twitter)?

Yes, you can absolutely use the same post across platforms to get more mileage out of that topic. This is also a great way to test how different topics perform across different social platforms. That said, the post may need to be modified to work best for different platforms. For instance, an organic post on Instagram cannot have a clickable link, so the image would need to tell the story of the post.

What are the top mistakes to avoid?

Some of the biggest mistakes include incomplete page profile and unattractive profile/cover photos, no brand personality, inconsistent posting, posting too often, and irrelevant post subjects. It's also important to remember social media by nature is a social platform designed to connect people and promote conversation – not to push one-way communication.

Should I have separate personal and business accounts on social media?

Both can serve a purpose. If you're sharing on your personal accounts be careful to make sure friends and family don't feel like you're constantly selling to them. You could start a business page for yourself, such as John Doe with XYZ Insurance Agency. That way it would still be separate from your personal page and would increase awareness and reach for your agency. It would also allow you to boost and target posts, which can only be done on a business page. You would want to discuss this option with your agency leadership to ensure it aligns with their overall social media strategy. There may be profile images or content you can leverage on your business page based on the agency's social media strategy.

Are there certain restrictions we have when it comes to use of logos?

Follow your agencies brand guidelines for use of your own logo. Otherwise, logos for companies may only be used if part of a preview image to a third-party link. Do not use logos from other companies in any content you create without obtaining their approval. Also be mindful of logos that may appear in the background or on clothing of any photos or videos you include in your posts and crop or blur those out.

How do I ensure I'm not offending anyone or getting into trouble on social media? What types of thing should never be posted on social media?

It depends on your brand. Some brands use their platforms to take a stand and advocate certain social causes. Others prefer to stay neutral and avoid social or political issues. That doesn't mean you can find fun with such innocuous things such as preferring creamy or crunchy peanut butter. Regardless of your approach it is useful to think through potential replies you may need for current issues whether that's due to a stance you take or perceived silence.

Are contests effective?

They can be to get eyes on your page. Make sure it is relevant to the business vs. getting people that aren't potential or existing customers.

How do you come up with content ideas?

Brainstorming is key to any good content planning meeting. Creativity and being open to new ideas are good places to start. You can use the following questions to spark ideas - What content has been successful in the past? Can we create similar content? Do we have any content gaps we need to fill (e.g., insurance 101, DIY)? What season is it? Can we create content that will fit that time period? What do the Google Trends look like? Are there any spikes in search terms that we can take advantage of? Also, there are some online tools to help you brainstorm content that you can find here:

<https://blog.hubspot.com/marketing/content-brainstorming-ht>

How do I identify my social audience? How do I determine demographics?

Your main audience will depend on the people you most want to see your content. This may be existing customers as well as potential customers. Each post may need its own audience. For instance, a post may be about new car owners, and you would want to target as such. Another post may be for business customers, and you would want to specifically target that audience. When boosting posts, you can narrow down your audience to best spend your money.

Reference: <https://neilpatel.com/blog/find-high-roi-facebook-interest-audiences/>

Should we be using stories on social media?

When it comes to any feature on social media you can experiment and see if it works for you. Don't feel like you need to use every feature of every social platform you're on but feel free to try out new things.

How do you get more followers on your social media sites? Should you pay to sponsor ads to reach more people?

Follower count is not as important as it used to be. Growing the number of followers doesn't hurt anything and can serve as a good baseline, but the content on the page is much more important. Focus your paid spend on individual posts to get your message to more people instead of on your page to increase follower count.

Insurance is boring. Should posts be informational all the time?

You have expertise they can learn from and that doesn't always have to be boring but you can and should include other topics your audience is interested in. No one wants to feel constantly sold to so sharing a variety of content, like industry news for commercial customers, or DIY projects and home improvement for personal lines customers, breaks up the insurance topics and is engaging for your audience.

Is boosting and advertising the same thing? Is it worth it? Is there a best post type/ad to buy?

Boosting is when you put money behind an individual post that is shown in your page feed. An ad is a post that is only shown to that targeted audience and does not show on your page feed. It is known as a "dark post." Dark ad posts can make more sense if you want to target a specific message to a very specific audience, or for more advanced targeting options in the Facebook Ad Center. As Facebook is very much "pay to play" it is very useful to boost to posts as well. Even a little money can greatly increase reach and impressions when the correct targeting is used.

Should we use hashtags?

Facebook has been experimenting with the use of hashtags over the last few years. They do work as a clickable word to send more people to that topic, so it doesn't hurt to add. The key is to stick to 4 or less hashtags as too many can make a post less appealing looking.

How do we market to a full range of demographics on one page? We sell to all ages and personal and commercial lines? How do we balance content?

It might be helpful to create a content strategy using a matrix approach where you consider content topics you want to promote against your different audiences. This content matrix approach can help you determine if a different posting frequency is needed. For example, if you want to create content around Community Involvement, Insurance Education and Technology you can build posts within those categories for each of your target audiences. Community Involvement might be content that is universal across your audience, but Insurance Education and Technology might warrant different posts for each of your audiences. Using this framework, you can start to build a posting schedule that balances each of your desired topics while also ensuring you're reaching key audiences consistently.

Remember people are not likely to see every post you make nor are they likely to browse all the posts on your page. People will see your posts within their feeds if you are targeting them. When boosting posts, you can drill down by geographics, interests, and other demographics. This is key in reaching the most relevant audience for each post. It makes sense to vary your posts so that you reach your entire audience.