



# PUT THE “LIFE” IN LIFE INSURANCE CONVERSATIONS ON SOCIAL MEDIA

## Incorporate these social media best practices

September is Life Insurance Awareness Month, and in a year that has brought so much uncertainty, there's no better time to educate consumers about life insurance and the peace of mind it can provide. Use these tips and resources to more effectively reach and engage with prospects and clients through social media.

Choose one social media platform where you can target your ideal clients and focus your efforts on building an audience there.

Optimize your profile on that platform so people understand who you are, what you offer and how to get in touch with you.

Educate consumers about the value and importance of life insurance. Position yourself as an expert and thought leader on the life insurance.

Use the hashtag **#LIAM20** to become part of the broad conversations about life insurance during Life Insurance Awareness Month.

Be social rather than relentlessly self-promotional.

Ask questions to start conversations, both about life insurance and life in general. Here are a few suggestions:

- *What are you most looking forward to this month?*
- *What is one thing you are proud of this week?*
- *What do you want your legacy to be?*
- *36% of Americans intend to purchase life insurance in the next 12 months. Are you one of them?*

- *41 million Americans say they need life insurance coverage but don't have it. Are you one of them?*
- *If you have life insurance, what is the top reason you bought it?*
- *If you don't have life insurance, why not?*
- *Respond to comments, thank commenters and answer questions.*
- *Vary post types and topics.*

Network online by joining groups on Facebook or LinkedIn that include people you would typically reach out to (business owners, parents, people in your city, etc.). Comment on posts and reply to comments from others. For example, let someone know you thought their comment was insightful. If they reply, send them a direct message and ask to know more about them and why they joined the group.

Follow hashtags about topics that interest you on LinkedIn, Twitter and Instagram to find and engage with like-minded people.