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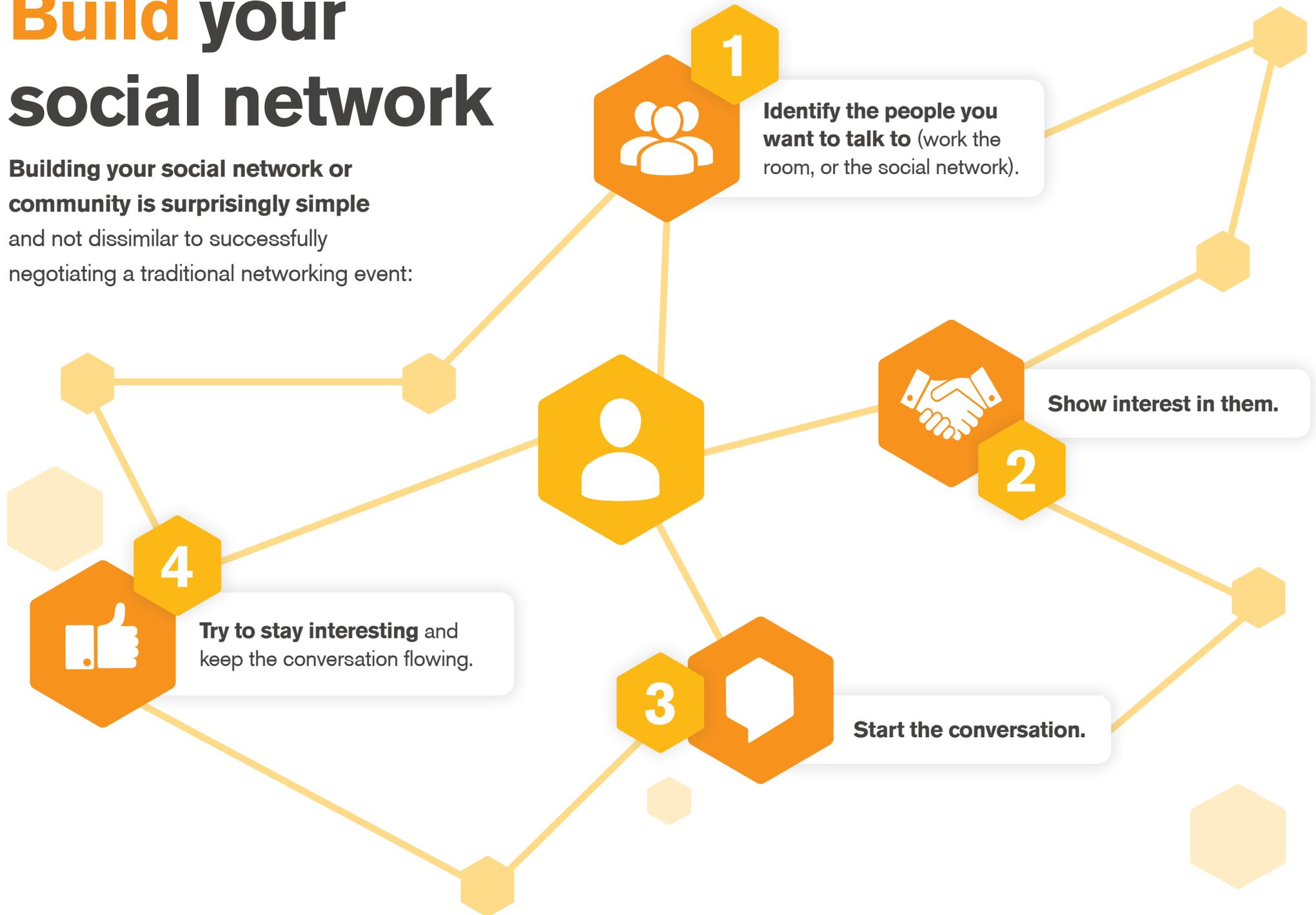
Presented by **Ecclesiastical**

**Session three:
Tools to help you
build a social following**

**How to find
your audience**

Build your social network

Building your social network or community is surprisingly simple and not dissimilar to successfully negotiating a traditional networking event:



This guide gives you an idea of how to find your target audience on Twitter, Facebook and LinkedIn.

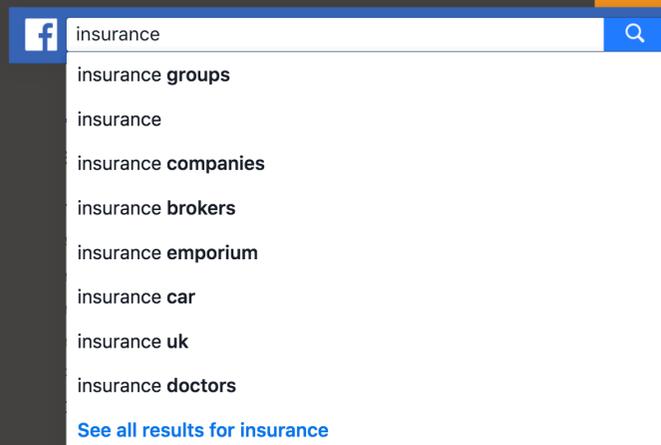


Facebook



Like/Follow company pages

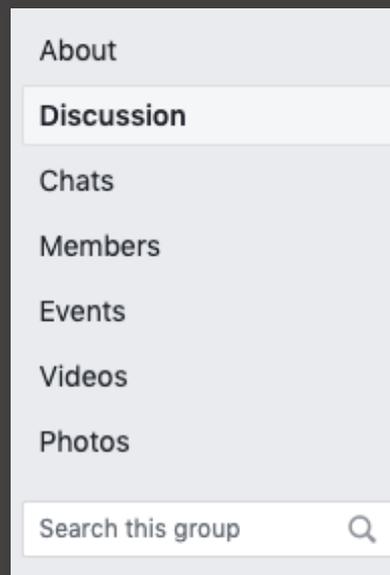
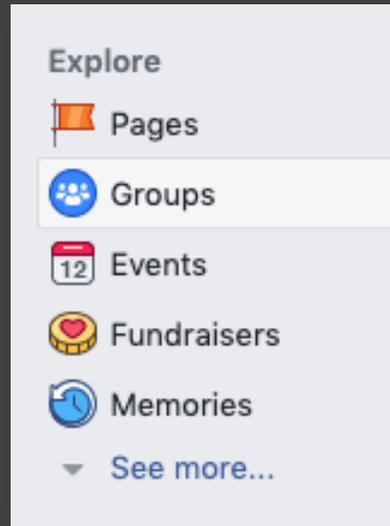
1. Using the search bar, type in a company name you are looking for.
2. Once you have found the page, click like or follow. This will push their content and posts into your newsfeed. They will also see a notification that you have liked their page.
3. Try to comment or engage with some of their recent posts to help raise awareness of your presence.



Facebook Groups

Facebook Groups bring together individuals who share a common interest.

When you join a group that's made up of people who match your target customer, you'll have many opportunities to provide insights that prove helpful to your targets.



Join groups

1. To find groups, **login to your personal Facebook profile.**
2. Find Groups on the **left-hand side of your homepage screen.** Facebook will suggest groups for you to join based on your activity.

You can also use the search bar.

3. Search through content using the **'Search this group'** function on the left-hand side menu.
4. Highlight any opportunities that will let you **demonstrate your expertise or specialised skills.**



Twitter

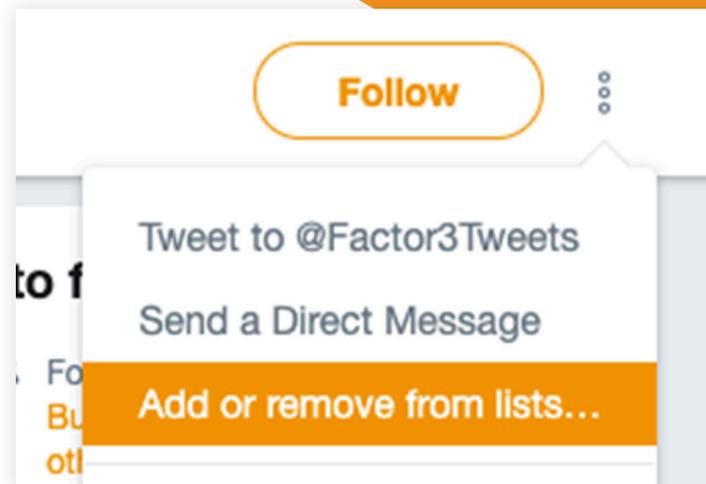
Follow customers, competitors and thought leaders on Twitter

Following others is the best way to grow your network and community.

- ▶ Following an account means their content or posts are pushed to your newsfeed so you can easily keep up to date.
- ▶ Any account you follow will also receive a notification alert highlighting your profile to them.

Create lists

- ▶ **A Twitter List is a personalised, curated collection of Twitter accounts.**
- ▶ You can create your own lists or subscribe to ones created by others.
- ▶ Viewing a list timeline will show you a stream of Tweets from only the accounts on that list.



Identify hashtags to follow

Hashtags, displayed as #, are used as a way to annotate messages. They are used by Social Networks to categorise information and make content easily searchable. This function was created on Twitter and **allows you to easily find and follow topics you are interested in.**

- ▶ People use the hashtag symbol **before a relevant keyword or phrase in their Tweet to categorise those Tweets** and help them show more easily in Twitter search.
- ▶ Clicking or tapping on the hashtag in any message shows you **other Tweets that include that hashtag.**

Retweet with a comment

- ▶ Retweeting other content on Twitter can be **a great way of raising awareness of your profile.**
- ▶ **Writing a comment with your retweet will show that you have read the content and promote you** as a contributor.



#

Example hashtags to follow could include:

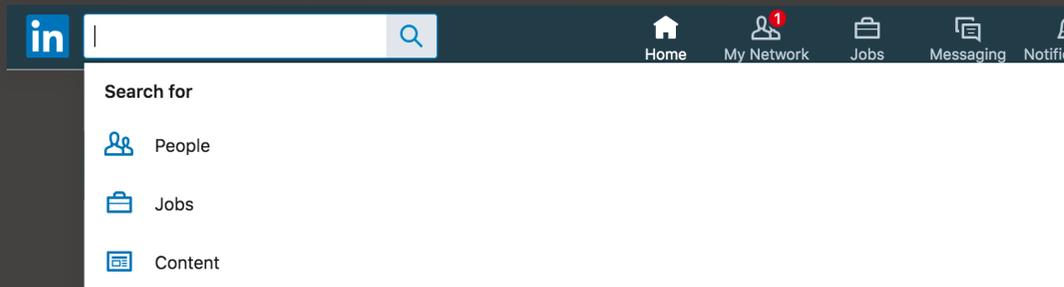
- ▶ News related hashtags such as **#Insurancenews, #Insurance**
- ▶ Event related hashtags such as **#BIBA2019**
- ▶ Product related hashtags such as **#travelinsurance, #carinsurance, #homeinsurance**





Follow customers, brands and competitors

You can use the LinkedIn search bars to look for people with similar interests, role models and influencers to broaden your professional network. The LinkedIn search bar lets you search for people by companies, posts and more.



Join LinkedIn groups

Groups are one of the most powerful networking features on LinkedIn.

LinkedIn Groups give you access to a huge number of people who are all interested in the same topic as you are (insurance and protecting the things that matter).

- ▶ **LinkedIn allows you to join up to 100 groups.**
- ▶ Once you join a group **spend a little time getting to know how the group works**, who is the most vocal, the types of content being posted, which gets the most buzz.
- ▶ **Make sure you introduce yourself**, letting the other members of the group know that you are new, sharing a little bit about why you are there.

Comment on posts

Just adding people to your network won't help you build those relationships you are looking for.

You need to engage with them regularly.

- ▶ **Posting a status update on a regular basis** will help your profile stay visible to your connections.
- ▶ **Liking, commenting and sharing** posts that you think are valuable, adding thought pieces or commentary when possible can position you as a thought leader in the insurance industry.



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