

# SOCIAL MEDIA UNIVERSITY: FUNDAMENTALS

WHY SOCIAL MEDIA IS IMPORTANT FOR BUSINESS





# TODAY'S PRESENTATION

After going through this course, you'll know why and how social media is used for business — and where to start.

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A Brief Description of What It Takes



A woman with dark curly hair, wearing a black and white striped long-sleeved shirt and a white apron with a brown leather strap, is smiling and looking down at a tablet computer. She is in a cafe or bakery setting, with shelves of jars and a counter visible in the background. The lighting is warm and focused on her.

# WHY SOCIAL MEDIA?

The business case for social media



# SOCIAL MEDIA CAN IMPACT A BUSINESS' BOTTOM LINE

There are plenty of statistics available to prove just how important social media is for businesses. All of them, though, point to the same idea: social media can have very real business impact. Thus, using social media for your business should be done wisely and with purpose. It should not be done carelessly.







# 75%

Nearly 75% of the world's population aged 13+ uses social media.\*



# 50%

of Instagram users say that they've clicked through to a brand's website after viewing their Stories.\*

\* <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>





# NOT HAVING SOCIAL MEDIA MAY NEGATIVELY IMPACT YOUR BRAND

When users are researching online, what will they find? Will they find an informative profile or an empty storefront? Not having a social media profile could mean users move on to the next available option. Similar to the necessity of a company website, social media has become a consumer expectation.



# 92%

of users say that they've acted in the moment after seeing a product on Instagram.\*

\* <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>



# 50%

of people are more interested in a brand after seeing an ad on Instagram.\*





# SOCIAL MEDIA HAS UNPRECEDENTED TARGETING PARAMETERS

Perhaps the greatest thing about social media is its ability to target very specific people. Whether you're trying to engage with your existing clients or prospect for new ones, social media can efficiently reach those users. This allows you to make better use of the time you dedicate to your marketing efforts.



# HOW TO USE SOCIAL MEDIA

Leveraging social media for business





# BUSINESS CASES

So why does this matter to you? How do you use social media to better your business? There are three specific use cases we recommend you pursue:



## BE DISCOVERABLE AND AVAILABLE

Build a detailed account and become a searchable, verifiable business.



## BE A THOUGHT LEADER AND CREATE ADVOCATES

Post regular content and build strong relationships with your existing clients.



## GENERATE LEADS WITH ADVANCED FEATURES

Advertise on Facebook and Instagram and prospect on LinkedIn.

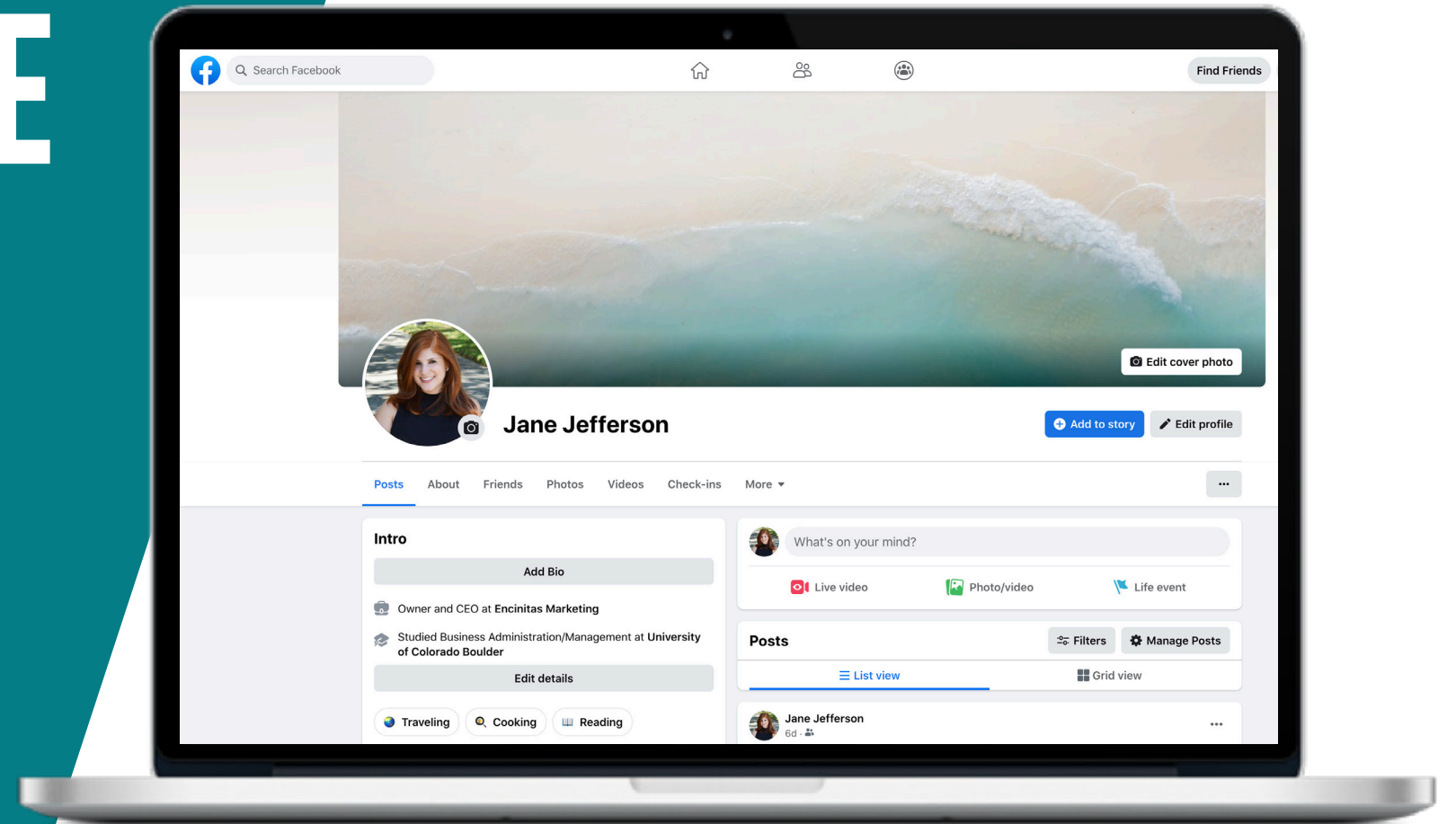




# BE DISCOVERABLE AND AVAILABLE

Having a thorough, professional presence is key. If you're not discoverable on social media, potential clients may move on to a professional who is. Additionally, using social media as yet another way of client communication shows your clientele you're flexible, tech savvy, and always available to them.

**Time needed:** 1-2 hours upfront and 10-15 minutes a day.



If you'd like to learn the best ways to do this, take one of our 101 courses.

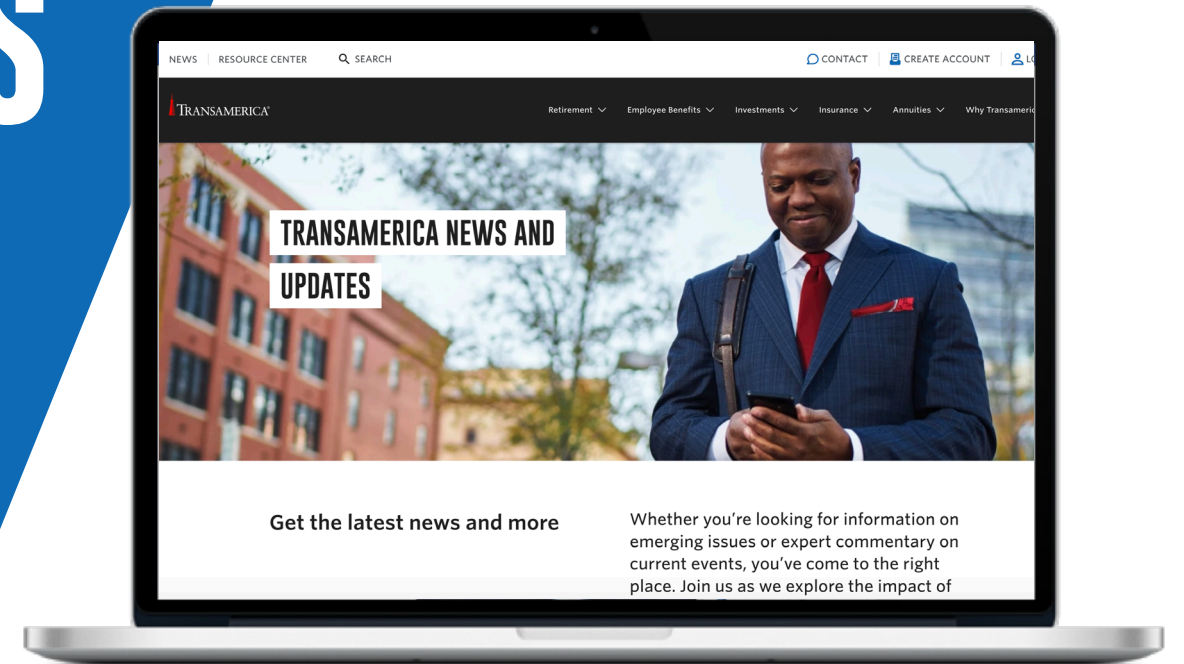




# BE A THOUGHT LEADER AND CREATE ADVOCATES

Whether it's information on senior caregiving, retirement resources, or something else entirely different, you can find great content to share on Transamerica's website or social channels. Post this content and provide added value to your clients. By interacting and engaging with them on social, you may turn clients into advocates.

**Time needed:** 15 minutes a day or 1 hour a week.



If you'd like to learn the best ways to do this, take one of our 201 courses.

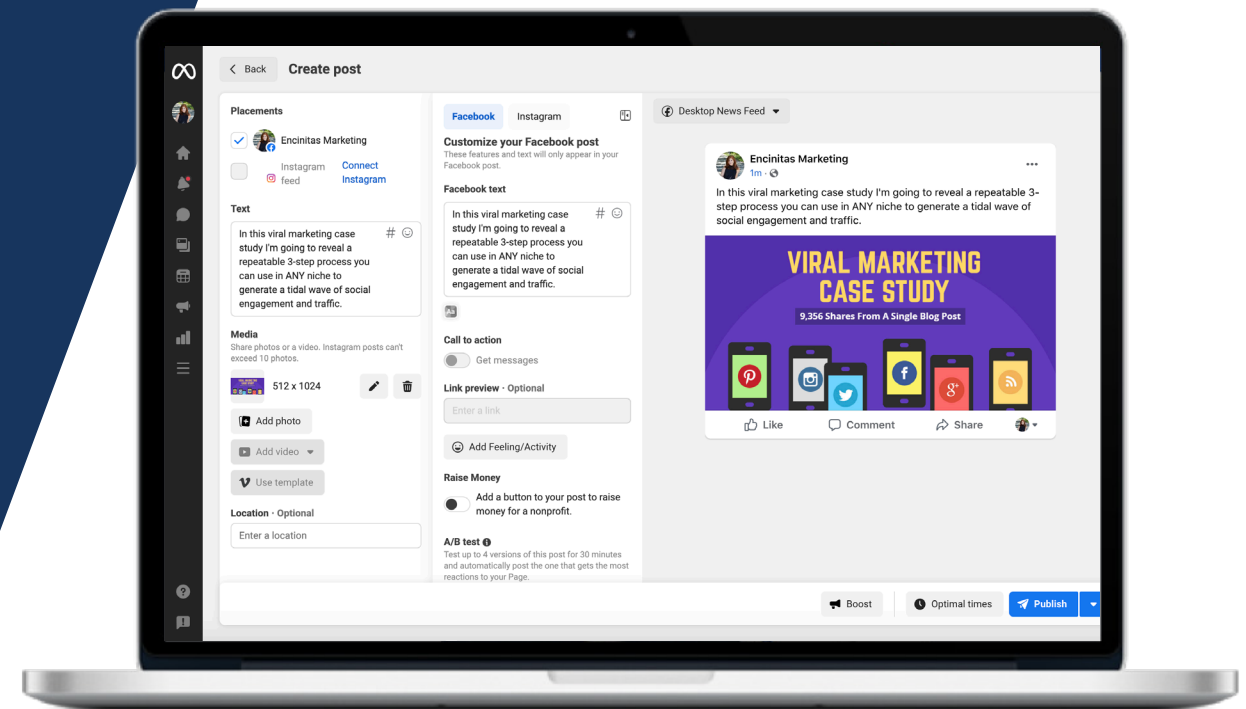




# GENERATE LEADS WITH ADVANCED FEATURES

Facebook and Instagram have some of the cheapest ads in the digital marketplace. Target your community by boosting posts on your page's timeline. On the more personal side, strategically develop relationships with local members of your community. Whichever path you choose, social media can help you gain clients at a low cost.

**Time needed:** 3 hours upfront and 2 hours a week.



If you'd like to learn the best ways to do this, take one of our 301 courses.



# CHOOSING A PLATFORM

While there are many social media platforms to choose from — and all can help achieve any of the aforementioned use cases — Transamerica holds the following point of view:



	WHY CHOOSE IT?	STRENGTHS	WEAKNESSES	SET-UP
	Facebook keeps things easy and is a great place to start	Popular with potential clients (25-35 age group)	Advertising is pretty much required — but it can be inexpensive	Create a separate “business page”
	You probably already have a LinkedIn account	LinkedIn users love to learn and are seeking connections	Advertising can be expensive and can be complicated	Use your existing personal page
	We wouldn’t recommend creating a Twitter account because it’s not as useful as other platforms	Popular for customer service and news consumption	Not a common place for financial discussion	Create a new, separate handle
	Instagram is a great place to grow new and foster existing relationships	An active, younger user base (18-25)	Paid ads are less organic	Create a separate “business account”

<https://www.statista.com/statistics/187549/facebook-distribution-of-users-age-group-usa/>

<https://www.statista.com/statistics/248769/age-distribution-of-worldwide-instagram-users/#:-:text=More%20than%20half%20of%20the%20global%20Instagram%20population,the%20United%20States%2C%20second%20to%20Snapchat%20and%20TikTok>





# THE BUILDING BLOCKS OF SOCIAL MEDIA

A brief description of what it takes



**The most important thing to remember about social media is this: social media is about creating a dialogue, not a monologue. It's about strengthening relationships.**

All good relationships share three qualities: commitment, candor, and conversation.

### **COMMITMENT**

A committed social account spends the time to keep their account active. This can be done in as little as 10 minutes a day.

### **CANDOR**

A social account should put the interests of the users first. Don't just blast out sales pitches. **Make sure your content is either useful or entertaining.**

### **CONVERSATION**

A conversational social account asks their followers for their thoughts. It fosters engagement, never ignoring a question.

# BUILDING BLOCKS

Regardless of the platform you choose, there are a few building blocks of social media to consider.

We will only touch on these concepts here as they will be more fully described in **Social Media University 201: Strategy**.

When running a social media account, you must consider each of the following building blocks:



**CONTENT**



**COMMUNITY**



**MEASUREMENT**



**COMPLIANCE**

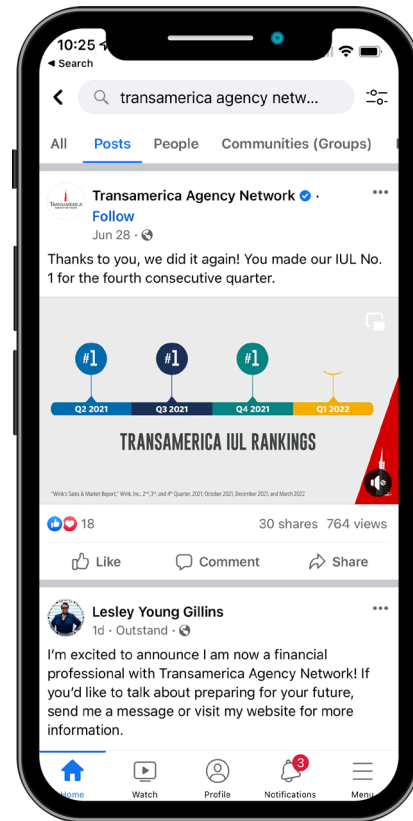


# CONTENT

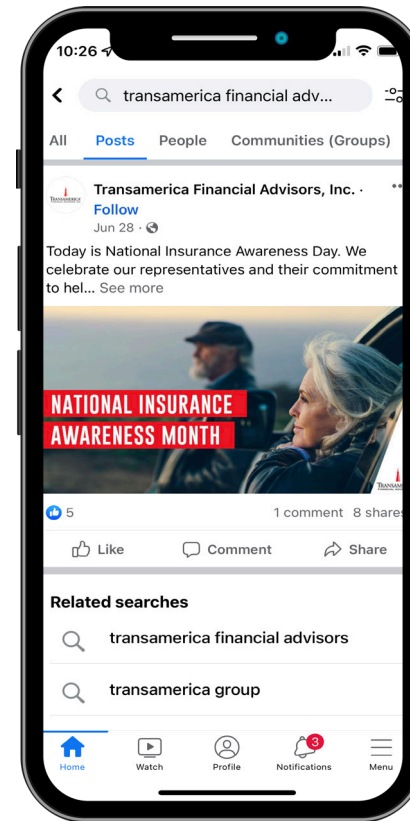
To run an active social media account, you'll need to publish content. If creating your own content (and getting it compliance approved) feels daunting, you can use content Transamerica has already created! Simply hit the share button on any of the content you find here:



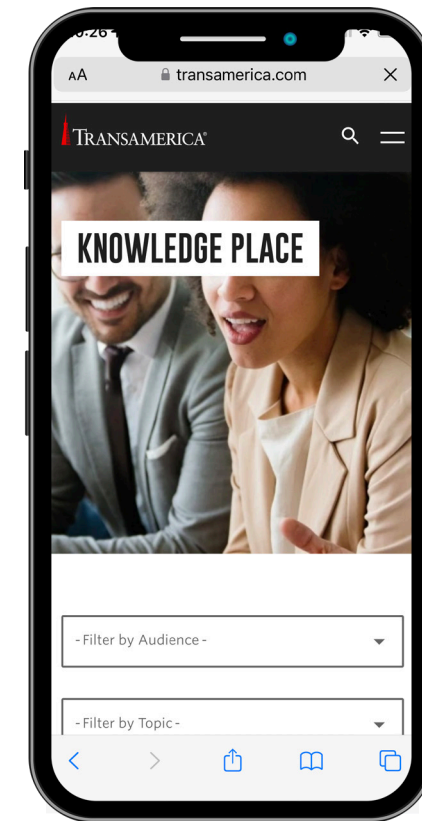
**TRANSAMERICA  
SOCIAL ACCOUNTS**



**TRANSAMERICA  
AGENCY NETWORK  
SOCIAL ACCOUNTS**



**TRANSAMERICA  
FINANCIAL ADVISORS,  
INC. SOCIAL ACCOUNTS**



**KNOWLEDGE  
PLACE BLOG**

# COMMUNITY

As we said earlier, the most important difference between social media and other marketing channels is the fact that social media is about creating a dialogue, not a monologue. In order to live out that belief, we must engage with our followers, ask them questions, and respond to theirs. Regardless of the situation, there are a few best practices to keep in mind when replying to any type of user on social media. Please observe the following:







# REMEMBER TO:

- Be appropriate and respectful
- Use proper grammar
- Never promise anything
- Don't admit fault, but be sympathetic
- Limit emoji use and avoid abbreviations to remain more professional (thx, lol, etc.)
- Refer to compliance policies whenever you're unsure
- If you still have questions after reviewing compliance policies, ask your local legal council

# MEASUREMENT

In order to get better, we need to understand what has worked in the past, and what hasn't. Looking at some key numbers will help you understand this. Below is an example of an organic Facebook post, and some of the numbers you should keep track of.

By tracking the following metrics over time, you'll be able to gain an understanding of what kind of posts work, and what doesn't.



## POST REACTIONS

The number of likes, loves, laughs, wows, or angry faces users gave the post.



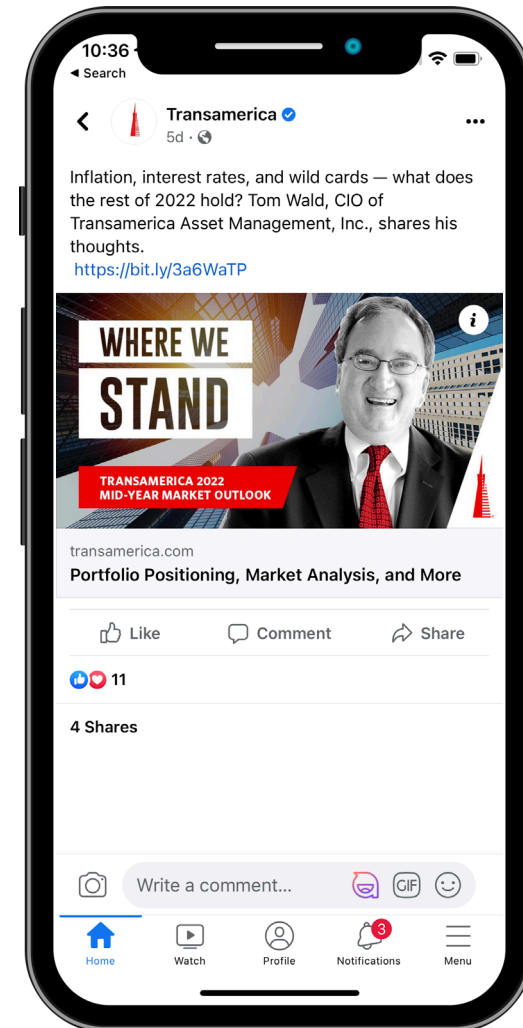
## POST COMMENTS

The number of times a user added their own thoughts to your post.



## POST SHARES

The number of times a user shared your post out to their personal community.





# COMPLIANCE

In general, please keep compliance in mind when you build your profiles, create your content, and engage with your followers. Social media is a fun, exciting tool that can have legitimate business impact. But, we must execute it in a safe, compliant way.

Think of it like making s'mores. Those chocolate marshmallow treats can bring people together and provide them with something wonderful — just make sure you're smart around the campfire.





# THANK YOU