



QUESTIONS TO ASK BEFORE POSTING ON SOCIAL MEDIA

Mark Zuckerberg, the social media king himself, once said, “Nothing influences people more than a recommendation from a trusted friend.” Social media gives you the opportunity to be that trusted friend, or the trusted insurance advisor in your community so that when your followers think of insurance, you are the expert that they think of to help them.

To ensure that your social media posts align with the professionalism of your business, walk through the following questions before sharing content with your followers:

- Does this post represent my brand?
- Does this post add value to my followers?
- What is my goal for this post?
- Will this post spark a conversation?
- Would I share this post with a friend?

Print these questions and keep them at your desk to review before posting on your social media sites so you can ensure that you’re providing value!