



# GROW YOUR NETWORK

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LEARN HOW TO GROW YOUR SOCIAL NETWORKS

## What's Included?

- Why Network?
- Best Practices for Growing Your Networks
- Don't Get Lost in the Pile
- How Hearsay Helps
- Industry-Specific Tips

## Course Materials:

PDF Tipsheet (4 pages)

**Estimated Time:** 25 minutes

## PROGRAM OVERVIEW

In this section, you will learn how to best connect with colleagues, clients and centers of influence in order to grow your main social networks: LinkedIn, Facebook and Twitter.

## WHY NETWORK?

*Quick wins to jumpstart your networking efforts*



**Degrees of Separation.** The concept of six degrees of separation suggests that everyone in the world is six or fewer steps away from one another. In today's world, social networking has further decreased the degrees of separation between people: the average degree of separation between two people on Facebook is now just 3.5 degrees. It is essential to be online so you can take advantage of these connections.



**Social listening.** Connect with your clients and prospects to gain insight into their life events and other money-in-motion events.



**Exposure.** Increase your exposure to more prospects through friends of friends.



**Thought Leadership.** Your leadership as a thought leader and subject matter expert can evangelize your corporate brand across digital channels enabling you to attract more talent, extend your corporate image and engage with customers in a more meaningful way.



**Selling Opportunities.** Add connections so you have more potential selling opportunities.



**Trust.** Build trust and credibility over time and stay top of mind.

## DIFFERENT NETWORKS, DIFFERENT APPROACHES

*Understand the networks so you can effectively connect with others*



**LinkedIn** – Your profile is often thought of as an “online resume.” Potential clients are able to evaluate whether you are someone they would like to connect and do business with. Important place for professional branding and relationships tend to be more formal (i.e., colleagues, recruiters, business contacts).



**Facebook** – Ideal for salespeople and a great way to offer a way to separate professional and personal identities. Networking on Facebook tends to be more personal. LinkedIn brings a more local, community-based feel. Networking is designed to let people share and communicate.



**Twitter** – Real-time global communications platform; ideal for curating and sharing news and retweeting your customers.



**Instagram** – Image-centric social media site to build relationships with others who have shared interests; ideal for showcasing local community knowledge and involvement



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## BEST PRACTICES FOR GROWING YOUR SOCIAL NETWORKS

*LinkedIn, Facebook, Twitter, and Instagram*



- Add contacts – import your email contacts on all networks to make your social networks your digital rolodex
- Manage your invitations – accept, ignore and reply to potential connections
- Send personalized messages to potential connections and clients
- Search for people, companies, groups and alumni to connect with in the search function
- Manage your settings and privacy to keep your account secure



- Network natively on Facebook: invite friends, suggest and share your page
- Verify your page to boost your authenticity and drive traffic to your page
- Direct traffic from your personal profile to turn friends into likes
- Leverage the power of events to maximize your networking efforts
- Ensure that you are growing your network with more than just friends and family to help your page's exposure



- Find and follow others on Twitter (industry leaders, clients, colleagues, personal interests)
- Make your profile and tweets public
- Find people and companies to follow (Who to Follow and Find People You May Know)
- Broaden your reach beyond your network by using hashtags and retweeting others



- Find and follow others on Instagram (industry leaders, clients, colleagues, personal interests)
- Convert your profile to an Instagram business page
- Follow your company's corporate page and other colleagues
- Use hashtags to make your photos easier to find in Search

## DON'T GET LOST IN THE PILE

*One size does not fill all so tailor your approach*

### DO:

- Personalize your interactions with people across networks to let your personality shine through.
- Showcase your social profiles on your advisor or agent website using plugins, follow buttons and other widgets
- Stay connected on social media before and after in-person meetings.
- Provide links to your social accounts on your business card, email signature, website, event marketing, office signage and more.
- Create an inviting profile and share great content so that people want to connect with you.
- Ask for testimonials, recommendations, and referrals. If there's someone specific you are trying to reach, look that person up and see if you have any mutual connections who could provide a warm introduction.
- Consider paying for social media targeted ads or for premium LinkedIn features such as InMail (which allows you to message prospects you aren't connected with and haven't met).

### DON'T:

- Invite people to connect on LinkedIn without customizing the default "I'd like to connect message. Take some time to provide background on who you are and why you'd like to connect. Many people refuse to connect with a salesperson who can't be bothered to personalize the message. You'll want to use your desktop computer to do this; LinkedIn's mobile app only lets you use the default invitation text.
- Don't spam people. If you've reached out on Twitter and LinkedIn, left a voicemail and followed up with two emails, chances are the person does not want to engage with you. Take a hint and move on. If you add too many contacts at once or anyone you add marks you as "suspicious," your account may be temporarily suspended.



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## HOW HEARSAY HELPS

### Post Compliant and On-Brand Content for Your Organization

Post pre-approved content from one place. Once a post is approved, it will appear in the Post Library for you to post or schedule to any and all connected accounts.

### Save Time – Schedule Out Your Content

Schedule posts ahead of time. Prepping your social media plan for the week can be done quickly. All scheduled posts will appear under Content > Calendar to help you make sure all of your bases are covered.

### Create Seasonal and Themed Promotion Campaigns

Bundle content together. Organization admins can bundle combinations of content together to release separately at timed intervals as a fluid campaign. With Dynamic Campaigns, advisors or agents subscribe to a campaign once, and relevant content will publish to their social profiles as admins add fresh material to the Campaign.

### Metrics Tab & Suggested Times

Post at optimal times. Use the Metrics tab and suggested times to determine the ideal ways to connect with your audience.

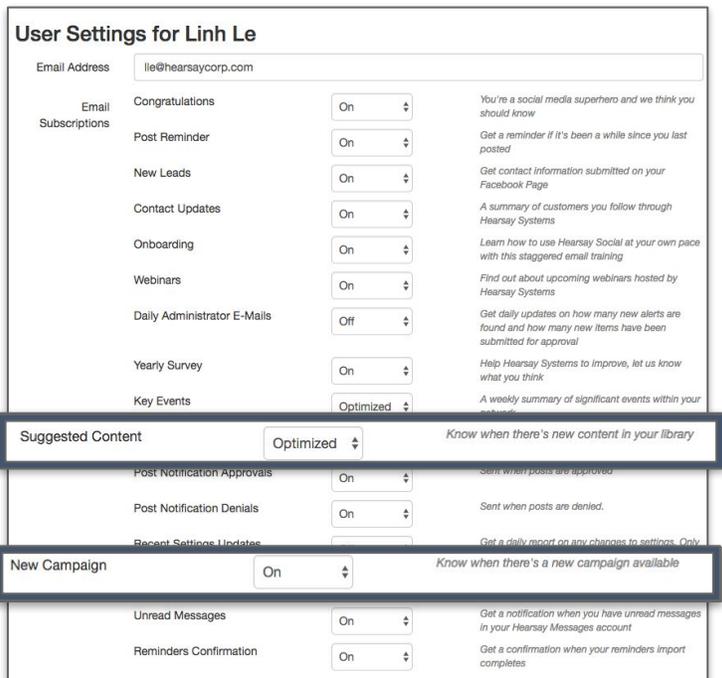
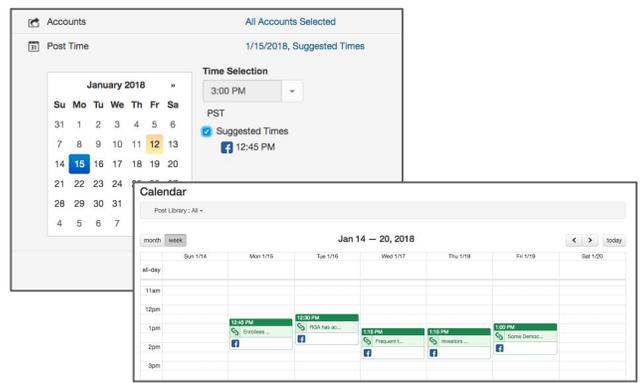
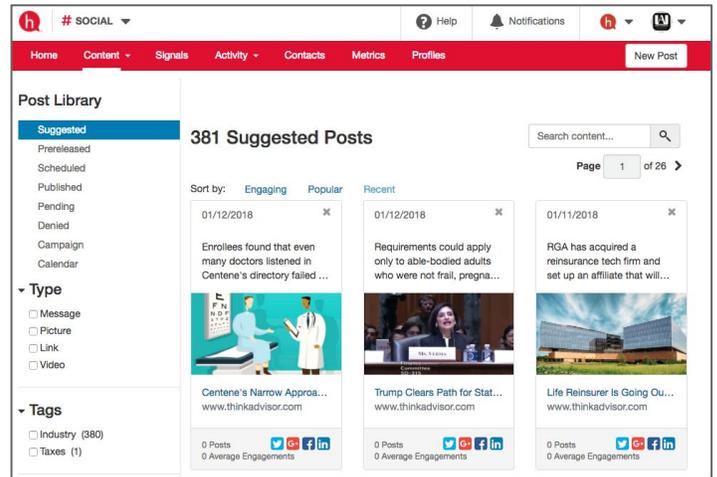
### Receive Important Summary Updates to Your Inbox

With your busy work schedule, social media can seem overwhelming. To make staying in the loop easier, Hearsay allows you to subscribe to helpful summary emails.

**Suggested Content** – Get notified of new content in your library and start the publishing process straight from your email.

**New Campaign** – Receive notifications of new campaigns your admins have created and subscribe to them easily.

Access these summary email settings under *User Settings > Basic User Info & Preferences > Email Subscriptions*.



## INDUSTRY-SPECIFIC TIPS

### Centers of Influence

Here are some possible Centers of Influence and partnerships you can pursue to grow your network.

Insurance	Wealth
<ul style="list-style-type: none"><li>• Car dealerships (auto)</li><li>• Homeowners insurance</li><li>• Real Estate Agents/Brokers</li><li>• Apartment Building Owners</li><li>• Religious Organizations (will post local ads)</li><li>• Pet Stores (pet insurance)</li></ul>	<ul style="list-style-type: none"><li>• Attorneys</li><li>• Doctors</li><li>• Lawyers</li><li>• Tax Advisors</li><li>• Team Members</li><li>• Other Professional Designations</li></ul>

### LinkedIn Groups

LinkedIn Groups give you almost unlimited access to multitudes of professionals. Filter the groups by type and location and join local Chamber of Commerce groups and other local groups on LinkedIn to help build your book of business.

### Relationship Building

Don't underestimate the power of online reviews and testimonials! Make sure you have a Yelp business account and that you have good reviews. Respond to any dissatisfied reviews in a professional manner and resolve any pending issues.

<p><b>Kate Rhee - State Farm Insurance Agent</b> 4.7 ★★★★★ (68) · Insurance Agency 315 5th Ave #1004 Closed · Opens 10AM Sat</p>	
<p><b>Allstate Insurance Agent: James Moon</b> 1.0 ★★★★★ (1) · Insurance Agency 520 8th Ave Rm 2202 Closed · Opens 9AM Mon</p>	
<p><b>Allstate Insurance Agent: Frank Ramos</b> 4.9 ★★★★★ (57) · Insurance Agency 231 W 29th St Rm 510 Closed · Opens 8:45AM Mon</p>	

## 3 THINGS TO DO TODAY

1. Use LinkedIn Search to search for people, posts, companies, groups or schools that are relevant to your experience and interests.
2. Look at your schedule for the week and connect with contacts you will be meeting.
3. Think about different Centers of Influence (COIs) or industry leaders that you can connect with in your network.

## FURTHER READING

1. [The Ultimate Guide to Facebook engagement in 2017](#)
2. [The Top 8 Social Media Trends to Watch Out For](#)
3. [Real Friends Don't Like Other Friends' Facebook Pages](#)



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