

Session Details

Event	IASA Annual Educational Conference & Business Show
Year	2010
Month	06
Session Name	Tweet, Tweet, Ping, Ping: Social Media Strategies for Insurance
Session Number	276

**Abstract**

Many people are still figuring out just how social media works, what benefits it can have and what drawbacks come with it. For insurance companies, it is essential that someone is managing the way that employees are using social media and how social media is used strategically on a corporate level for marketing, selling, brand establishment and recognition, event recruitment, agent-carrier interaction, demographic and preference information about potential customers and much, much more. Who controls the use of your company name? Can employees establish their own LinkedIn groups with your company name? Can agents Twitter from what looks like a corporate account? What about limits on personal content? If you can answer these questions you are a step ahead of most of your competitors. Many insurance companies have dipped the proverbial toe in the water, but have yet to find the right mix of sharing information and protecting the privacy of employees and policyholders alike. With more traditionally personal sites like Facebook and YouTube now challenging LinkedIn and Twitter for business users, it is more important than ever for your company to have a strategy that covers all aspects of social media. Join industry analysts, insurance company social media experts and media professionals during this session as they discuss the different types of social media available to insurance companies today, the ways these various sites and channels are being used productively, and things you should avoid at all costs.

Track	TECH
Content Rating	4.36
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Accuracy Rating	4.33

**Speakers** [10624 Jennifer Overhulse-King](#)  
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