



You're In Charge®

SOCIAL MEDIA @ LINCOLN FINANCIAL GROUP

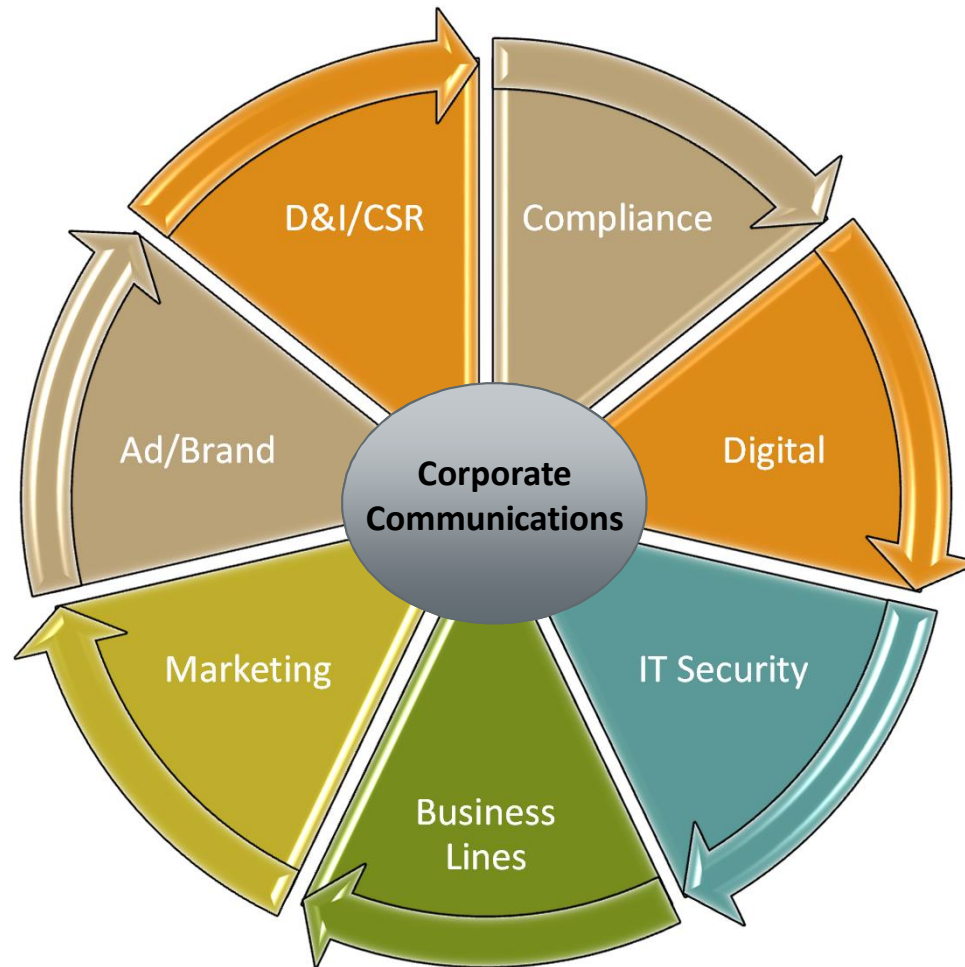
It's All About Collaboration

Michael Arcaro

*VP and Head of Corporate
Communications*

June 12, 2014

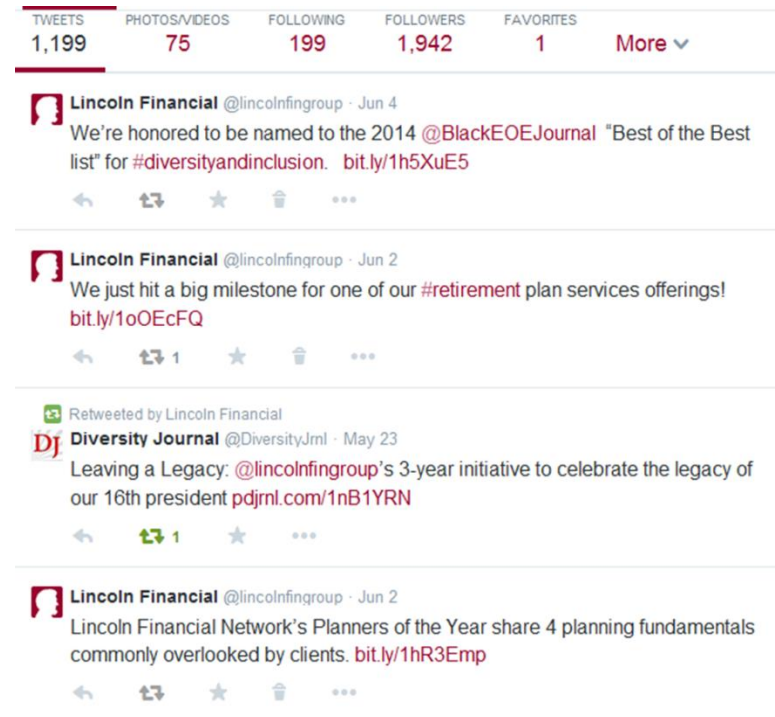
OUR SOCIAL MEDIA MODEL



THE END RESULT

“ Our collaborative team approach drives the following outcomes:

- Effective listening platform
- Efficient response to customer service issues
- Robust and diverse content
- Engagement of consumers
- Thought leadership





Thank You

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