

Resuscitating Your Brand's Social Handle

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Fireman's Fund Insurance Company®

A company of Allianz 



Social Listening



Protecting your future since 1863®



Lynda Tatrai
@lulabelldesigns

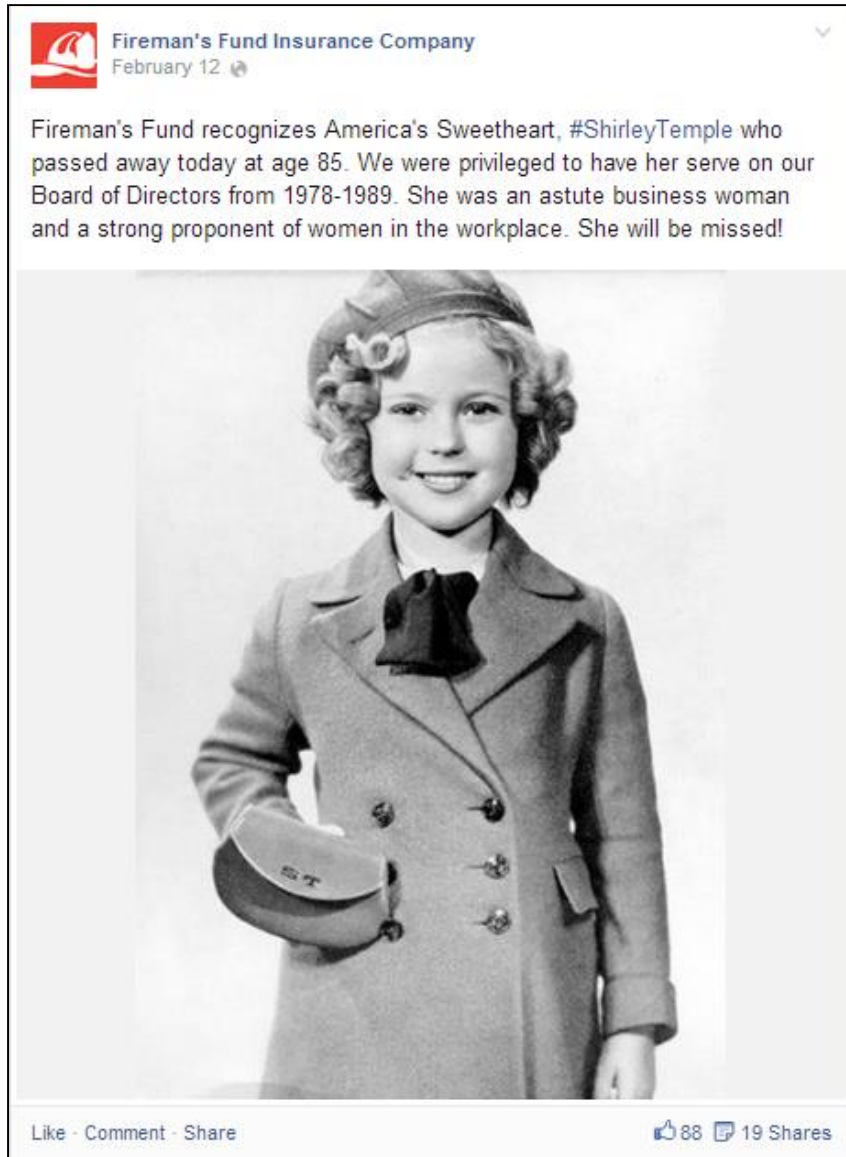
 Follow

Little known fact: [#ShirleyTemple](#) sat as part of the board of directors for Fireman's Fund Ins. Co. where my Daddy worked his whole life. :)

 Santa Rosa, CA

 Reply  Retweet  Favorite  More

Response



- “ 10x the reach of historical posts
- “ Twitter reach of 12,500 people

**Social Listening
Can Lead to
Engagement**

We Have a Mission



Sell, Sell, Sell

- Resources
- Content
- Engagement

Strategy: Why Social Media?

1. Support Agents & Brokers

- Support the Educational and Sales Processes
- Handle CAT Events

2. Showcase the Brand

- Increase Brand Awareness
- Mitigate Issues and/or Negative Sentiment

3. Support Sponsored Events

- Promote Attendance at Events (e.g. conferences, webinars, etc.)

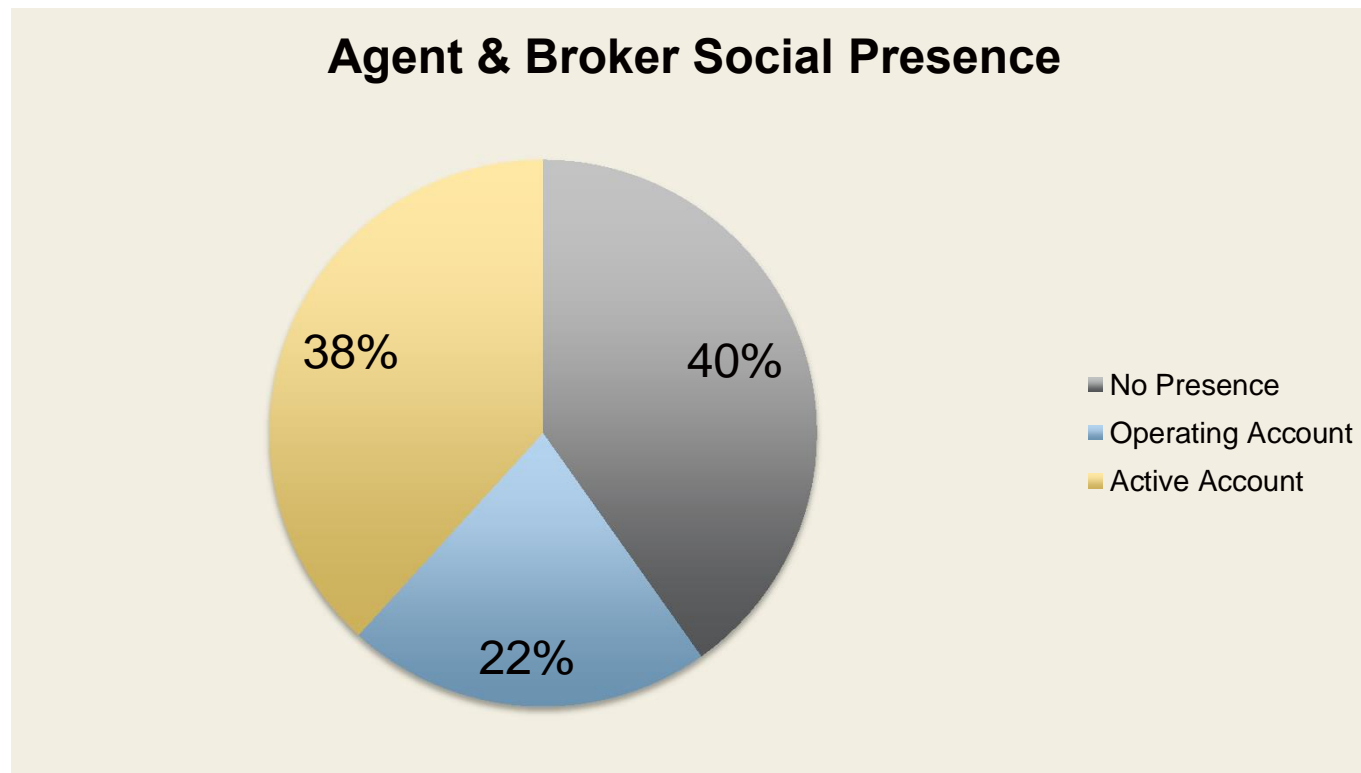
4. Assist HR/Recruiting Efforts

- Promote Company as the Employer of Choice



Strategy: Who & Where?

What platforms do we target first? Where is our community?



Operating Account = Sporadic Usage
Active Account = Posts Multiple Times/Month

Formulating a Priority List

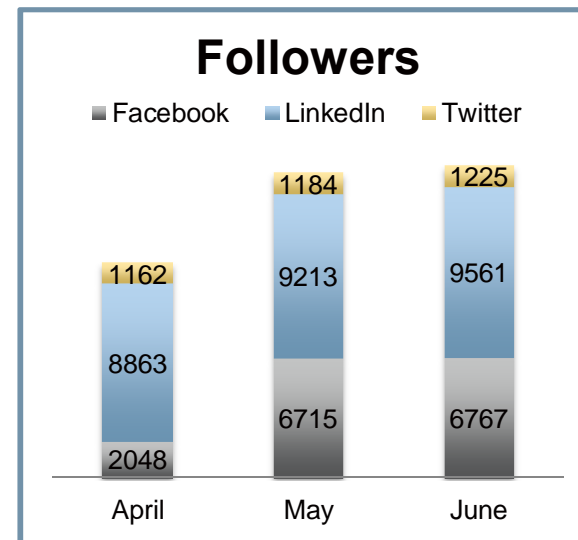
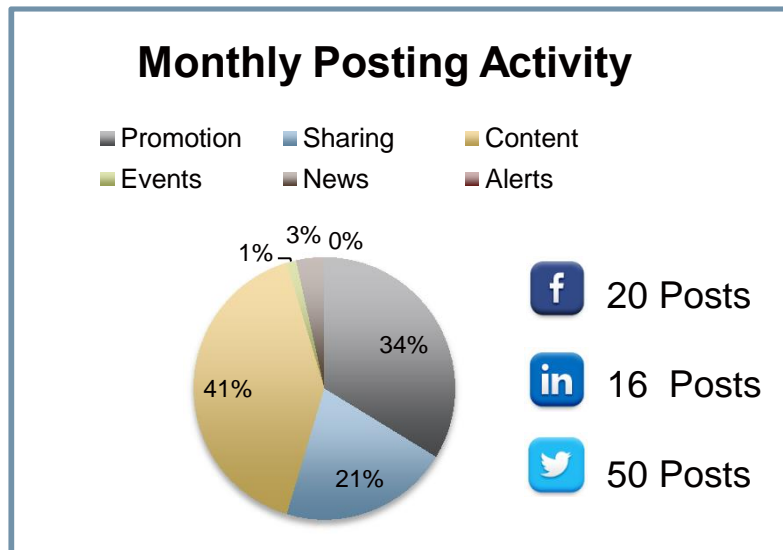
1. Gather Resources
2. Build Social Presence Where Community Exists
3. Handle Negative Sentiment
4. Promote Social Media Opportunities
5. Demonstrate Social Media Value
6. ...



Formulating a Priority List

1. Gather Resources

- “ Monthly Committee: Influence and Learning
- “ Marketing Resources: Simple tasks, Quick results, Recognition
- “ My Price: Transparency and leadership by example



Formulating a Priority List

1. Gather Resources
2. Build Social Presence Where Community Exists
 - ✓ Focus on LinkedIn, Facebook, & Twitter
 - ✓ Consolidate accounts
 - ✓ Map accounts to audiences & goals

OUR FACEBOOK PAGE IS MOVING!

Please follow us at:

<https://www.facebook.com/FiremansFund> and
<https://www.facebook.com/SupportingFirefighters>

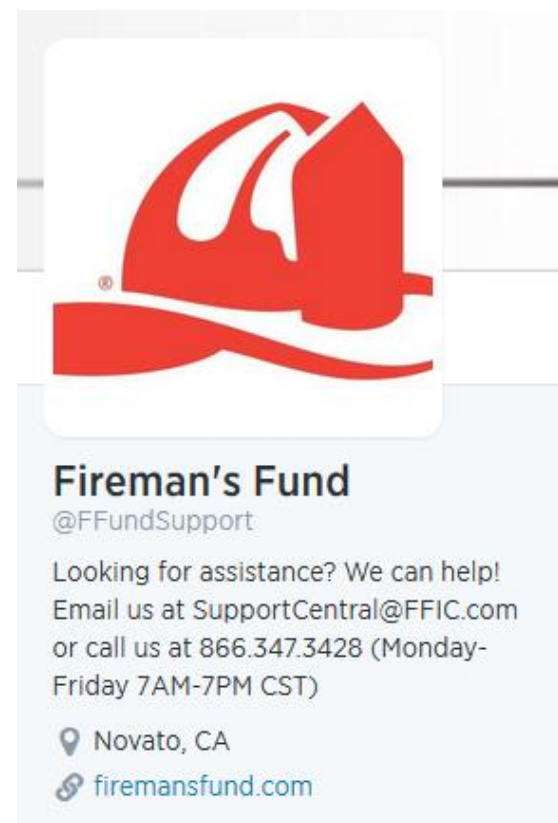


Formulating a Priority List



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1. Gather Resources
2. Build Social Presence Where Community Exists
3. Handle Negative Sentiment
 - ✓ Partner with complaints, customer service, legal and media relations
 - ✓ Develop a complaint process with prepared responses
 - ✓ Reduce opportunities for servicing via social media until organization is ready



Formulating a Priority List

1. Gather Resources
2. Build Social Presence Where Community Exists
3. Handle Negative Sentiment
4. Promote Social Media Opportunities
 - ✓ New Marketing Collateral
 - ✓ Roadshows
 - ✓ RIMS & IIAB Events
 - ✓ Employee Events



[Fireman's Fund Insurance Company](#)

April 23

Attending the IIABCal Blue Ribbon Conference? Reply to join us in experiencing flavors of the Pacific Rim the evening of 5/7



**BLUE RIBBON
CONFERENCE 2014**

JOIN US FOR A RECEPTION AT THE BRC

Formulating a Priority List



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1. Gather Resources
2. Build Social Presence Where Community Exists
3. Handle Negative Sentiment
4. Promote Social Media Opportunities
5. Demonstrate Social Media Value
 - “ Demonstrate actions that provide strategic value
 - “ Identify opportunities to further existing activities

Monthly Campaigns

Spotlight Series Pilots Social Media Opportunity

- “ Developing a Social Media Calendar
- “ Repurposing Existing Material
- “ Seeking Lead Generation Opportunities
- “ Identifying Opportunities to Partner with Agents & Brokers
- “ Piloting Paid Advertising



THE GUESTS GOT
FOOD POISONING
WEDDING MISHAP #14

Cost: **\$56,221.00**
What else could go wrong?

Top 20 wedding mishaps
#insurethemoment

THE RECEPTION VENUE
WENT OUT OF BUSINESS
WEDDING MISHAP #7

Cost: **\$8,500.00**
What else could go wrong?

Top 20 wedding mishaps
#insurethemoment

CAT Events

Social Media is one of the first stops for disaster information.



Social Media Can
Provide Real-Time
Evidence of
Campaign
Promises

Continuing the Mission

- ” Sell, Sell, Sell
- ” Integrate with Other Channels
- ” Gather Additional Resources
- ” Refine Processes & Metrics
- ” Further Social Listening
- ” Optimize Postings

