



BROKERAGE SOCIAL MEDIA FAQs

Facebook and LinkedIn

The Mutual of Omaha Brokerage Sales team is active on Facebook and LinkedIn. The purpose of these profiles is to provide our producers with relevant marketing materials, which include consumer facing content, as well as producer use only content. Additionally, we will also post updates and announcements. We value each relationship that our team has built and hope you enjoy this content and share it with your teams!

Facebook

What to Expect from Facebook

Our Facebook Group is designed to be an instant information hub. Announcements and updates from the Mutual of Omaha Brokerage team will be posted and updated in real time so you can get the correct information faster. Additionally, all consumer facing content will live on our Facebook group page where you can access and share it across all social media platforms. We also will post relevant information regarding webinars and other marketing specific events.

How does an agent/producer join the Facebook group?

1. Go to Facebook.
2. Search "Mutual of Omaha"
3. Click on the "Mutual of Omaha" corporate Facebook page
4. Join the group:
 - If using the desktop application:**
 - Go to the "More" tab located at the top of the page under the profile photo.
 - There will be a dropdown menu under the "More" tab and you will see the name of our group, "Mutual of Omaha Brokerage Sales Professionals."
 - Click the "Join" button.
 - If using the mobile version:**
 - Locate the tabs bar located at the top of the page under the "Contact Us" button. You may need to scroll over on the tabs bar to find "Groups."
5. Find the "Groups" tab and click to open. You will see our group, "Mutual of Omaha Brokerage Sales Professionals."
6. Click "Join."
5. Fill out the questionnaire and accept our terms and guidelines.
6. After requesting to join the group for social media content and other producer announcements, we will verify the account and that the agent/producer is in good standing with Mutual of Omaha. Please give 1-2 business days for our team to verify and accept the request.
7. Once accepted, the agent/producer will receive a notification from Facebook informing the agent/producer that he or she has been accepted.
8. Enjoy the content! Agents/producers can post as much as they would like on their approved profiles. We will be updating the group frequently with new content.



What do I have to do to be accepted into the group?

- You must be licensed, appointed and in good standing with Mutual of Omaha Brokerage.
- Agree to all guidelines and rules set by Mutual of Omaha. They will be posted in the “About” section of the group and automatically pop up when requesting to join.
 - If a violation of one or more of the guidelines occur, a warning will be given.
- If a second violation occurs, the brokerage agent/producer will be removed from the group.

If I have a question, how can we reach out to the admins of the group?

- We encourage any positive comments or questions about a specific post to be posted directly to the post via the comment tool on the platform. If you have a question, others might have the same one, and we want to share the answer!
- If there is a question or comment that is more confidential or personal, feel free to reach out to your usual Mutual of Omaha contact. Please allow 1-2 business days in response time.

Will I be made aware if there are state variations on posts?

- Yes, on each post that has state variations, we will post a short disclaimer in the caption.
- When sharing content, please note that state variations may apply and make sure to use the correct one based on your location and market.
- All disclaimer information is located in the “About” section for reference.

How do I differentiate between consumer and producer-facing posts?

Producer-Use Only Content

- Producer-facing content will have the following disclaimer at the top of the post: “For Producer Use Only. Not for Use with the General Public.”
- When re-posting producer-use only content, please note, it can only be shared with other approved producers. Failure to comply may result in removal from the group. Other disciplinary action may also be taken at Mutual of Omaha’s discretion.

Consumer-Approved Content

- Posts that are not marked with the producer-use only disclaimer are approved to share with consumers.

Can I share this content?

- Yes, you can share any of the content in the group across all social media platforms including Twitter and LinkedIn.
- Please make sure to know your audience and use the appropriate producer-use only posts vs consumer posts

How do I re-post the content?

- If the post has a standalone image, right-click on the image and save it where you can access it later. Do not adjust the size of the image.
- Highlight the copy, including all hashtags, links and disclaimers. Once it is highlighted, right-click and copy the text.
- Go to the approved platform/profile where you wish to post.
- Click into the tab where you can post an update. Right-click and paste the copy in the text area.
 - If sharing a video post, once you paste the video URL into the text area, a preview of the video will auto populate and act as the “image” for that post.
 - Do not adjust the copy unless there are specific instructions for you to add your contact information to the caption.
 - Please include all hashtags, links and disclaimers.

LinkedIn

What to Expect from LinkedIn

LinkedIn is the platform that understands the value of building professional relationships. The Mutual of Omaha Brokerage Sales team also wants to continue to help build those relationships, and that will be the purpose behind the content we create and share on our LinkedIn profile. There will be content designed to assist you in your everyday business, as well as bring awareness to everything Mutual of Omaha has to offer.

How does an agent/producer join the LinkedIn group?

1. Go to LinkedIn.
2. Search "Mutual of Omaha"
3. Click on the "Mutual of Omaha" corporate LinkedIn page
4. Join the group:
 - If using the desktop application:**
 - On the right hand side of the page there will be a section labeled "Affiliated pages"
 - Click on the page titled "Mutual of Omaha Brokerage Sales"
 - Click the blue "+Follow" button at the top of the page
 - If using the mobile version:**
 - Scroll down the page till you find the section titled "Affiliated pages"
 - Click on the page titled "Mutual of Omaha Brokerage Sales"
 - Click the blue "+Follow" button at the top of the page
5. Enjoy the content! Agents/producers can share as much as they would like on their approved profiles. We will continue to update the page frequently with new content.

If we have a question, how can we reach out to the admins of the page?

- We encourage any positive comments or questions about a specific post, to be posted directly to the post via the comment tool on the platform. If you have a question, others might have the same one, and we want to share the answer!
- If there is a question or comment that is more confidential or personal, feel free to reach out to your usual Mutual of Omaha contact.
- Please allow 1-2 business days in response time.

Will producers be made aware if there are state variations for different posts?

- Yes. We will post all disclaimer information in the "About" section of the page that every member will always be able to access. Furthermore, on each post that has state variations, we will post a short disclaimer in the caption. Generally, the disclaimer information for state variations will also be listed directly on the photo or any media that goes along with the caption.

How do we re-post the content?

- All content can be re-posted through the share button that is located at the bottom of every post.
- Once it is shared, it will be the responsibility of the profile who shared it to monitor all comments associated with that post.