FREE GUIDE: SOCIAL MEDIA

# Use social media to start more insurance conversations.

Practical post ideas and a simple plan for promoting your agency on LinkedIn, Instagram and Facebook, with example posts and a manageable routine.

**Before you post:** use agency-approved information, follow your agency's compliance and advertising rules, and avoid promising coverage, prices or outcomes. The examples are starting points to adapt. No approach guarantees inquiries or sales.

## 1 Share relevant educational topics

Short answers to questions you hear every week show that your agency is approachable and give readers a reason to ask their own question.

- List the ten questions your team answers most often.
- Explain general points in plain language, and invite people to contact you about their own situation.
- Avoid presenting any answer as right for everyone. Coverage and needs differ.

## 2 Use local and business-specific content

Local posts are easier for neighbors and local business owners to relate to, and they show the kinds of customers you serve.

- Local events, seasons and community groups you support.
- The types of households or businesses your agency works with most.
- Office news, such as new opening hours or a new team member.

## 3 Show the people behind the agency

People like to know who they will be speaking to. Introduce your team and explain what happens after someone gets in touch.

- A short introduction to each team member, with their permission and a photo they are happy to share.
- A simple “what happens when you contact us” post.

## 4 Add clear calls to action

End posts with one simple next step, and make sure that route works.

- Choose one main route, such as a booking link, a website form or a direct message.
- Put it in your profile and at the end of posts that invite contact.
- Test it from a phone every month.

## 5 Follow a manageable posting schedule

A routine you can keep beats bursts of activity. A sample week for a small agency:

| Day | Platform | Post type |
|---|---|---|
| Tuesday | LinkedIn | Educational tip or business-focused update |
| Wednesday | Facebook | Local or community post |
| Thursday | Instagram | Team photo or behind-the-scenes post |

Batch-write a month of posts in one sitting, get them approved, then schedule them. Add a daily time to check comments and messages.

## 6 Example posts for each platform

Adapt these to your agency and have the wording approved before posting.

> **LINKEDIN**
>
> Opening a new business this year? One question we often hear is which types of business insurance to ask about. The answer depends on what you do, where you work and who you employ. If you would like to talk it through, message us or book a short call: [link].

**INSTAGRAM**

Meet [name], who looks after many of our new inquiries. When you contact us, [name] will ask a few questions and arrange a time with the right person on our team. Say hello by direct message or use the link in our bio.

**FACEBOOK**

We are proud to support the [town] spring fair again this year. Stop by our table on Saturday to say hello. Questions about your own coverage? Send us a message or call [number] during business hours.

## 7 Respond to comments and inquiries

- Check comments and messages at a set time each working day, with a named person responsible.
- Reply publicly to general questions, and move anything about a person's own policy, details or circumstances to a private channel.
- Do not ask people to share personal or policy information in public comments.
- Treat a direct message like any other inquiry: record it, own it and offer a next step.

## 8 Measure inquiries, not just likes

Likes and follows are easy to count, but inquiries matter more. Each month, record:

- Direct messages and comments that asked a genuine question.
- Clicks on your booking link or website from social profiles, if your tools show them.
- New inquiries where the person mentioned social media.
- Appointments that came from those inquiries.

Results vary. Use what you learn to adjust topics and timing, rather than expecting a fixed number of leads.

## See how this could work for your agency.

In a 20-minute demo you can hear the virtual receptionist, see an inquiry captured and watch the next step.

Book a 20-minute demo: calendly.com/katiehoneychurch57/demo

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Contact: hello@theinsurersfriend.com

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