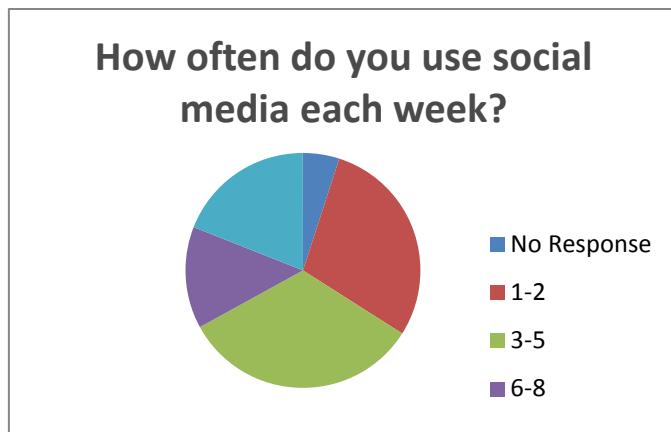




## How Are Certified Agents Using Social Media? Results from Our Survey

In the last issue of the *Agent Briefing*, we invited you to take a quick survey to tell us how you were using social media. This week, the results are in. Here is what we learned from your responses:

About 44 percent of Certified Insurance Agents currently use social media as part of their business and marketing strategy, with a quarter of respondents indicating that using social media has had a positive impact on business. Of the Certified Insurance Agents that are active on social media, most agents are posting between 1-to-5 times a week.



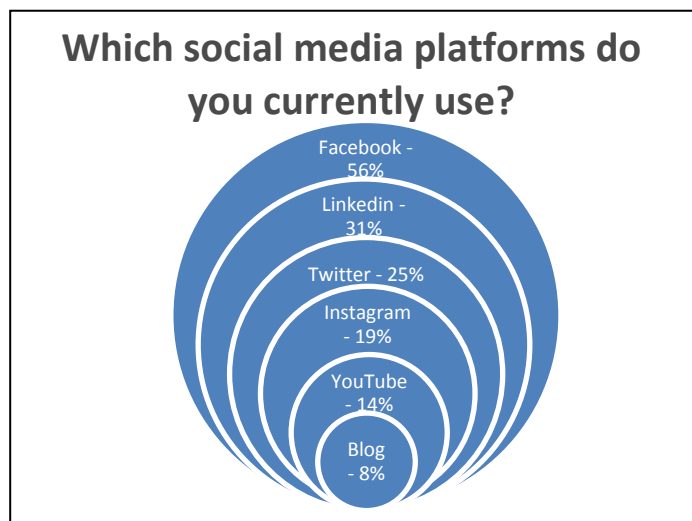
When it comes to social media platforms, the majority, or 56 percent, of Certified Insurance Agents indicated that they use Facebook for marketing in some capacity with the next most frequently used platform being LinkedIn.

Facebook is one of the longest running social media platforms by comparison and is the most broadly used among consumers, so it makes sense that most agents would choose

Facebook for engaging with their clientele. In addition, Facebook is the social media platform Certified Insurance Agents are most likely to use in combination with other social media platforms, with 47% of agents using more than one social media platform.

LinkedIn is the second most used resource for social media activities. This online community is specific to professionals and can help you to promote your business, network, and interact with industry influencers.

We found that the platform Certified Insurance Agents are least likely to use is a blog like WordPress or

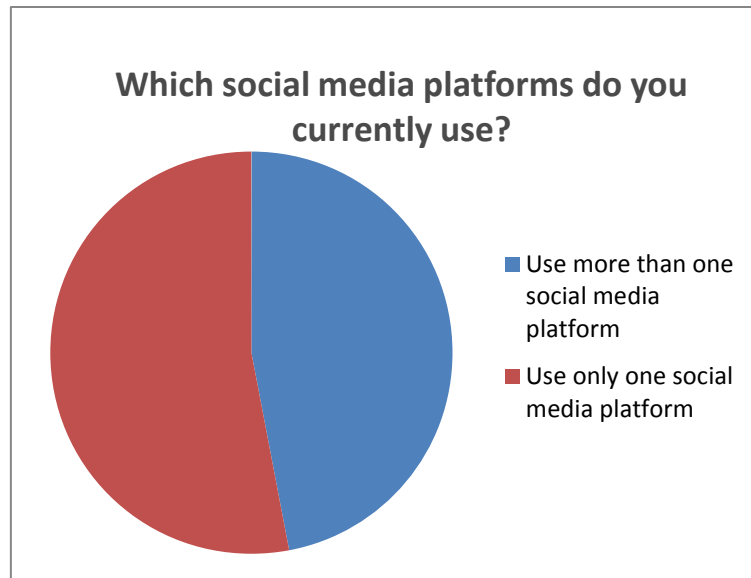




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Blogger. Although blogs can be resource-intensive, they can be an excellent way to boost traffic to your website through search engine optimization and can be a great way to develop relationships with prospective or existing clients.



Another tool that appears to be underutilized is YouTube, with only 14% of Certified Insurance Agents using YouTube to market to consumers. Certified Insurance Agents are encouraged to use the videos found on [Covered California's brand channel](#) in their social media posts on Facebook, Twitter, and LinkedIn to help provide insight and education to clients.

Lastly, 60% of agents said they were interested in learning more about social media.

Going forward, we will be using the information gathered in this survey to help shape our messaging in Covered California's social media kit to help you refine your social media activities for maximum business impact. Additionally, we'll be looking to provide you further insight on how to actively find and engage with consumers online.