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Topics:

- Starting a Social Media Program
- Mitigating Risks of an Online Presence
- Supporting Independent Agency Partners

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Starting a Social Media Program

- Listen first
- Focus on business objectives and key metrics
- Educate senior leadership
- Develop policy and procedures with cross-functional team: legal, HR, marketing, customer service, claims, IT security and infrastructure
- Involve SMEs

Mitigating Risks

- **Advisory committee**
- Worst case scenarios
- Monitoring
- Response plan
- Backup support 24/7
- Communicate & train

Supporting Independent Agents

- Focus on agent relationship with customers
- Change management
- Lead by example
- Educate on opportunities and risks
- Provide tools
- Demonstrate importance of web

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