

# Insurance Pro's Social Media Playbook

## The 5 Types of Posts Every Insurance Pro Needs

- 1 Personal Connection – People buy from people. Show them who you are!
  - Why you got into insurance
  - Behind-the-scenes of your business
  - Your biggest lesson learned in the industry
  - A personal win, hobby, or fun fact
- 2 Educational & Authority-Building – Position yourself as the go-to expert.
  - Common insurance mistakes (and how to avoid them)
  - "Did you know?" facts about coverage options
  - Myth vs. Fact: Debunk common insurance misconceptions
  - A real-life example of how a policy saved a client money/stress
- 3 Engagement-Boosting Content – Get more people commenting & interacting.
  - “This or that?” (Example: “Would you rather save 20% on auto or home insurance?”)
  - “Drop an emoji if...” (Example: “Drop a 🟢 if you’ve reviewed your coverage this year!”)
  - Polls & questions (Example: “What’s the most confusing part about insurance?”)
- 4 Testimonial & Social Proof – Let your happy clients sell for you.
  - Client success story (how you helped someone find the perfect plan)
  - Screenshot of a great review or thank-you message
  - Story about a client who almost made a bad insurance decision but was saved by good coverage
- 5 Call-to-Action & Sales (Without Feeling Salesy) – Let people know how to work with you.
  - “Need help picking the right plan? Let’s chat!”
  - “Open enrollment is coming—make sure your policy is up to date!”
  - “Looking for life insurance but don’t know where to start? I’ve got you!”

🌟 **Pro Tip: Rotate these 5 post types weekly to create an easy, repeatable content plan!**

## A Simple Engagement Strategy (5-10 Minutes a Day!)

Social media is about relationships, not just content. The best way to grow? Engage first!

- Step 1: Reply to all comments & DMs—this keeps the conversation going.
- Step 2: Spend 5 minutes interacting with other posts. Like & comment on potential clients' or referral partners' posts (not just other agents!).
- Step 3: React & reply to at least 3 Instagram or Facebook Stories. This gets you noticed FAST!
- Step 4: Before posting, spend 5 minutes engaging—it boosts your post's reach!

✨ **Pro Tip: Engagement before & after posting = better visibility & more interaction!**

## Post Prompts (Steal These Anytime!)

- **Personal:** What's the biggest lesson you've learned in your insurance career?
- **Educational:** What's the #1 mistake people make with their policies?
- **Engagement:** "Would you rather have the cheapest plan or the best coverage?"
- **Social Proof:** "I just helped a client save \$500 this year—who's next?"
- **Call-to-Action:** "Let's review your coverage before it's too late—DM me today!"

## Best Practices for Maximum Visibility

- **Consistency > Perfection** – 3-4 posts per week is better than random bursts of activity.
- **Use Stories Daily** – These disappear in 24 hours but keep you top of mind.
- **Talk Like a Human** – Skip the corporate jargon. Make it conversational.
- **Educate, Don't Sell** – Show value first; sales will follow.
- **Batch & Schedule Your Posts** – Spend 30 minutes a week prepping content so you're not scrambling.
- **Repost & Repurpose** – Not every post has to be brand new—reuse high-performing content!



At NABIP, we know that strong digital marketing and media outreach are key to growing your chapter, engaging members, and amplifying your voice. But we also know that keeping up with content creation, media relations, and social strategy can feel overwhelming.

That's why we're developing easy-to-use tools and resources to help you streamline your efforts, save time, and maximize your impact. Whether it's crafting media content, finding the right audience, or improving engagement, NABIP is committed to giving you the support you need to succeed online.

One of the newest tools available? The NABIP Media Wizard. Keep reading to see how this AI-powered resource can help you create professional, customized media content—quickly and effectively.

### ***Navigating media communications for your chapter just got a whole lot easier.***

The NABIP Media Wizard is an AI-driven tool designed specifically to help NABIP chapters create high-quality, customized media content—quickly and effectively.

#### **How It Works:**

- 1 Submit Your Request** – Fill out a simple form on the NABIP website with your media content needs.
- 2 AI-Generated Content** – The Media Wizard drafts high-quality, tailored content that aligns with your chapter's goals.
- 3 Direct Email Delivery** – Your customized content is sent straight to chapter leaders' inboxes.
- 4 Pitch Like a Pro** – The Media Wizard even suggests local reporters to help you get your message out.

✨ **Pro Tip:** *As with any AI tool, always review and refine the content to ensure it aligns with your chapter's messaging.*

#### **Where to Find It:**

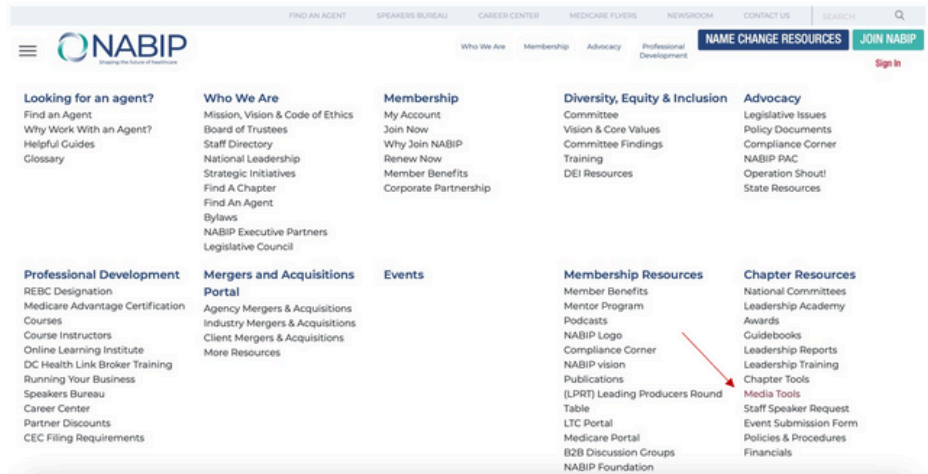
- 📌 Access the Media Wizard Here: [Media Wizard Form](#)
- 📌 Watch the Step-by-Step Training [Video: Media Wizard Video](#)

Take the guesswork out of media communications—use the Media Wizard to simplify and amplify your chapter's message!

# Media Tools on the Web

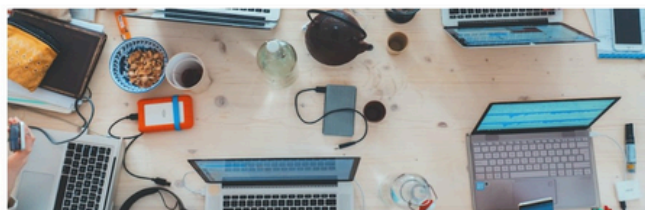
The place to start:

1. NABIP Homepage
2. Chapter Resource Tab
3. Media Tools & Social Media Tools



## The Process – Step By Step

The Tool: [Media Creation Wizard for Chapters](#)



### NABIP CHAPTER MEDIA ASSISTANT

Welcome, NABIP Chapters! This form is your one-stop solution for all your content needs. By providing us with some key details, our internal team will craft tailored content for your chapter, from social media posts to magazine articles.

Simply fill in the relevant sections, and we'll handle the rest, ensuring every piece aligns with our quality standards. Let's get started!

#### Date of Release

Does this content need a release date?

MM/DD/YYYY

#### Chapter Name \*

Chapter Name

#### Type \*

What type of content needs to be created?

Breaking News

Membership Alert

From The Hill

Leadership Spotlight

Chapter Spotlight

#### Subject \*

What is the subject of this media content, just a few words.

#### Details \*

Go into as much detail or you would like.

