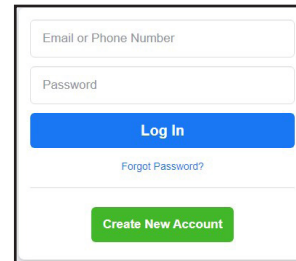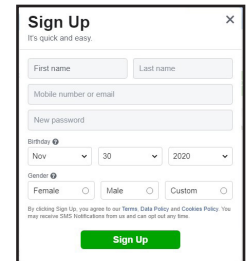**FOREMOST** INSURANCE GROUP

As of 2020, over 2.7 billion monthly users are on Facebook with personal accounts[1] and over 80 million small businesses are using the social media platform.[2] That's a lot of opportunity! It's the largest social network, which means it's a great place to market your agency. If you already have a Facebook business page for your agency, awesome! If not, creating one is simple. Here's how:

CREATE A PERSONAL ACCOUNT

1. If you don't have a personal Facebook account, you must create one in order to build a business page. To do so, visit **www.Facebook.com** and click **Create New Account.**
2. Fill in your personal information and click **Sign Up.**
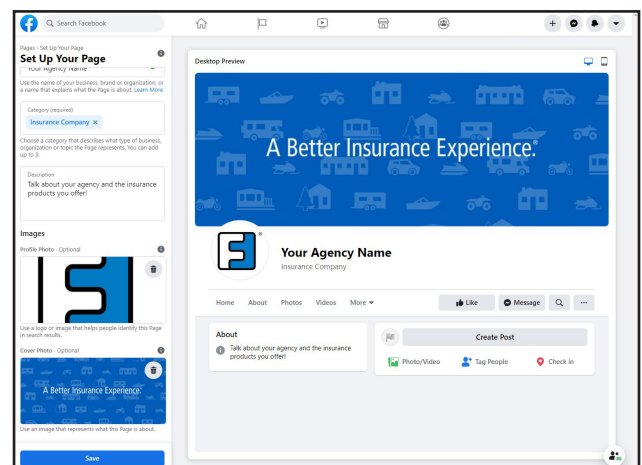
CREATE A PAGE

1. From the Facebook homepage, click on the **+ (Create)** button on the top right corner.
2. From this dropdown menu, select **Page.**
3. In the Create a Page window, fill out the page information on the left. Your page preview will generate on the right.
   - **Page name:** Your Agency Name
   - **Category:** Insurance Company
   - **Description:** Talk about your agency and the insurance solutions you offer!
4. Once your page information is filled out, click **Create Page.**
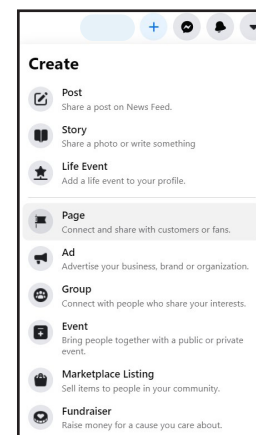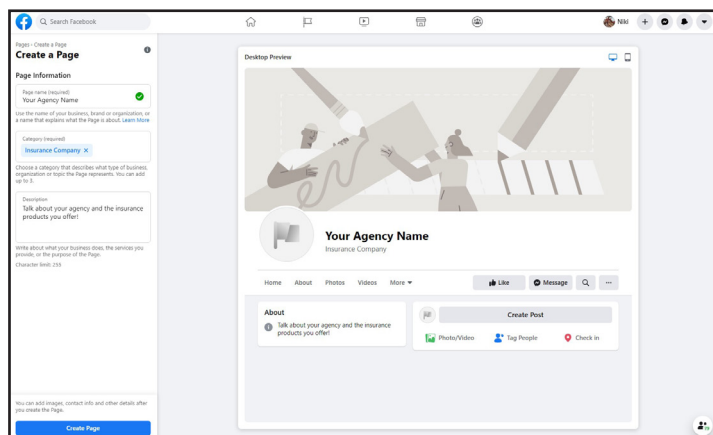
SET UP YOUR PAGE

1. Now upload a **profile photo**. This should be your agency's logo or submark. For example, the Foremost® Insurance Group logo is long and would be difficult to see in the provided space, so we use our interlocking Fs submark instead.
2. Next, upload a **cover photo.** This is a useful space to share visual details about your agency's brand. Consider using a photo featuring an agency catch-phrase or slogan; a photo of your team; or a photo that highlights the insurance products you specialize in.
3. Click **Save** after you've uploaded these images.

A Better Insurance Experience.®

CREATE A USERNAME

1. Now that your page is built, click on **Create @Username** next to your profile photo on your business page.
2. A window will appear in which you can fill in your username. Your username should be **@YourFullAgencyName**, if it's available. You'll know it's available when the checkmark is green.
3. Once you're satisfied with the username, click **Create Username.**

ADD A BUTTON

1. To the right of your username, click **+ Add a Button.**
2. Choose a call-to-action from this menu that'll be the best way for followers to first communicate with you. Any of these five options below are suitable for an insurance agency.
   - **Call Now:** Choose where you'd like to receive calls.
   - **Contact Us:** Choose a website where people can find your contact information.
   - **Send Message:** Receive messages in your Page inbox.
   - **Send Email:** Choose an email address where people can contact you.
   - **Learn More:** Choose a website where people can learn more about what you do.
3. For example, if you select **Learn More**, you'll be asked "What's the best place for people to find more info?" We suggest adding your **agency's home web page** here (we use www.Foremost.com).
4. Click **Save** to finish adding your button.

EDIT PAGE INFO

1. On your business page, click on the **About** tab. If you don't see this, click on the **More** tab and select **About** from the dropdown menu.
2. From this page, you can click on each blue bit of information to edit. You can also click **Edit Page Info** at the top right of the About section, which will open a window with more editing options.

   It's best to have all of this filled out! If you don't have an email or a phone number, there will be an option to list that you don't have them available.

   A couple things to note:
   - **Edit business hours:** Plug in your open hours by clicking on **Open on Selected Hours** and adding in the times for each day from the pop-up window.
   - **Send Message:** This refers to Facebook messaging only. When you click on **Send Message**, a Messenger window will open where you can choose question options that your followers can ask, or you can type out a question.
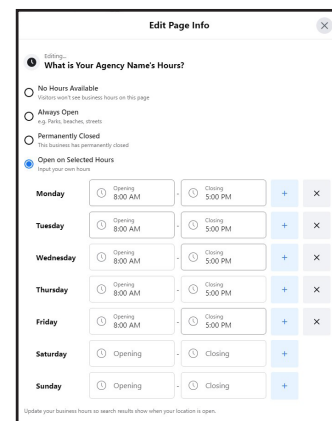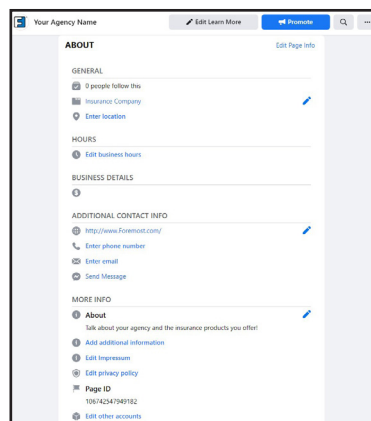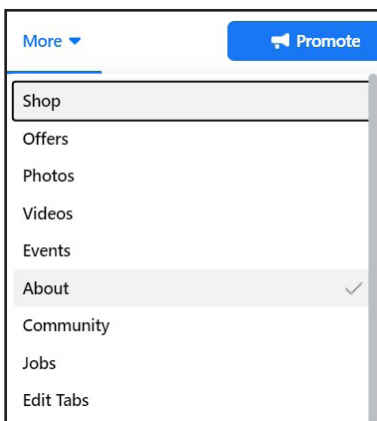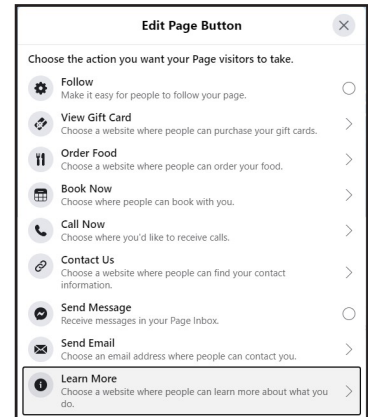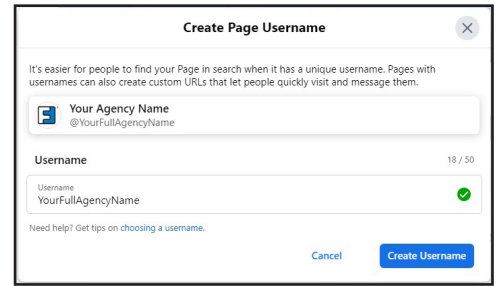
MANAGE PAGE

1. Click the **Home** tab to head to your home page.
2. The **Set Your Page up for Success** section shows you which areas of your page still need to be set up. Click on the **down arrows** to see what should be completed!
3. On the far-left side of your page is the **Manage Page** section where you'll see different tabs. Click on those tabs and explore more possibilities on Facebook.

Here are explanations on a few categories, but again, your best bet is to click on each and take some time adjusting them to your agency's needs and preferences.
- **Home:** Home page
- **Ad Center:** Create Facebook ads and reach the right audiences. There are even tools and resources to help you get started!
- **Inbox:** Facebook messages will appear here. If you link your Instagram with Facebook, your Instagram messages will appear here as well.
- **Notifications:** When people like, comment or post on your wall, you will receive a notification here.
- **Insights:** See how your page is doing (page views, page likes, post engagement and more!).
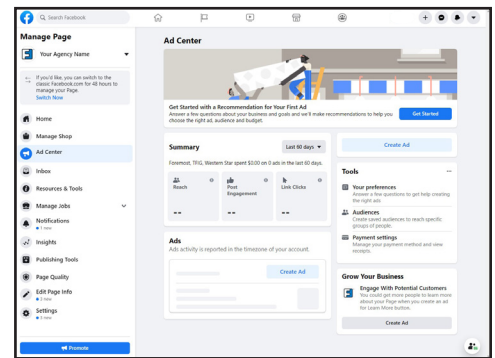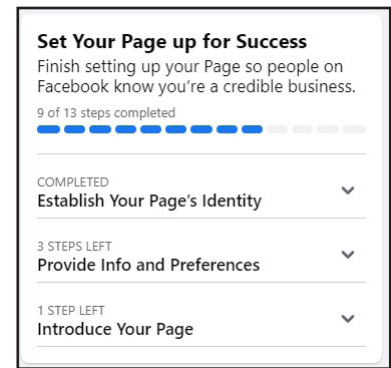
Congratulations! You now have a Facebook page for your insurance agency, which means you need to start posting content to gain followers. Not sure where to start? Visit **www.SocialMediaSuitcase.com**! We've taken the writing work off your plate by creating a monthly Social Media Calendar. Each calendar has FREE daily posts that you can simply copy and paste onto your agency's page. And if you want more posting options, check out our Grab and Go Content which cover a variety of product-related topics, like home, motorcycle, auto, ORV and more!

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