agentpipeline
AN INTEGRITY COMPANY



2026 Social Media Success Framework

Your Social Media Mission in 2026

Social media remains one of the most effective ways to build trust, educate consumers, and stay top-of-mind. As competition increases and compliance requirements tighten, insurance agents must focus on clarity, value, and credibility in every post.

Know Your Audience

Before posting, define who you're speaking to. Use insights from your organization's marketing support resources, such as defining target audiences and content mix strategies.

Ask yourself:

- Are they beneficiaries exploring Medicare options?
- Are they families looking for life or health coverage?
- Are they other agents you're recruiting?

Your audience determines:

- Tone
- Visual style
- Platforms
- Posting frequency

What to Post: The Four Core Content Types

1. Resourceful Content

- Tips on choosing plans
- Claims process breakdowns
- Blog posts, FAQ answers, coverage explainers

2. Promotional Content

- New product announcements
- Special enrollment reminders
- Local events or workshops
- (Always follow carrier and regulatory compliance)

What to Post: The Four Core Content Types

3. Engagement Content

- Polls
- “Did you know?” industry facts
- Seasonal or community-based posts

4. Testimonial / Success Content

- Agent or client stories (when allowed)
- Case studies (must follow privacy rules)

Posting Timing: When Agents Get the Best Results

Facebook

- Best Days: Wednesday, Friday
- Best Times: 9 AM, 1 PM, 3 PM
- Focus on content that sparks comments and shares.

Twitter (X)

- Best Days: Wednesday, Friday
- Best Times: 9 AM, 12 PM, 3 PM
- Post multiple times/day due to short content lifespan.

LinkedIn

- Best Days: Tuesday–Thursday
- Best Times: 8 AM, 10 AM, 12 PM, 2 PM
- Best for professional insights and recruitment.

Instagram

- Best Days: Tuesday–Thursday
- Best Times: 11 AM, 2 PM, 3 PM
- Prioritize clean visuals and crisp captions.

Compliance Essentials for Agents

Always Include Required Disclosures When Applicable

Examples:

- "Not affiliated with or endorsed by the government or Federal Medicare Program."
- "By calling this number, you will reach a licensed insurance agent."

Never:

- Call yourself an "expert."
- Imply government endorsement using seals, colors, or phrasing
- Post unapproved advertising material

For Paid Ads (Meta, Google, etc.)

- Ensure proper TPMO, TCPA, and consent language.

Content Strategy Cheat Sheet

Day	Platform	Content Type
Monday		Thought leadership or agent recruiting
Tuesday		Visual education or behind-the-scenes
Wednesday		Consumer-focused tips or Q&A
Thursday		Testimonials or product highlight
Friday		End-of-week reminder, event promo

Design Tips for High-Performing Posts

- Use clean, branded graphics
- Keep text short, scannable, and jargon-free.
- Add captions to videos (most platforms auto-play muted).
- Use branded templates for consistency.

Tip: Take advantage of our pre-approved, complaint social media materials available in my agent resource center.



MARC is your one stop resource center. When you become contracted with Agent Pipeline you'll gain access to Marketing Resources, a pre-approved Marketing Catalog, Certification Resources, Learning Course, and more!

Visit MARC at myagentresourcecenter.com or scan the QR code!

Guidelines for Creating Effective Hashtags

Keep Them Relevant

- Hashtags should directly relate to:
- The topic of your post
- The audience you're trying to reach
- The type of product line (Medicare, ACA, Life Insurance, etc.)
- Geographic markets (if applicable)

Avoid Compliance Risks

- **Avoid hashtags implying government affiliation**, such as #MedicareExpert, #GovtBenefits, or anything that may confuse beneficiaries.
- Do not use superlatives (e.g., #BestPlans, #LowestRates).

This protects you and ensures posts remain safe, transparent, and compliant.

Keep Them Short and Easy to Read

- Skip long hashtags like:
- #MedicareSupplementPlanCoverageOptionsForYou

Instead Use:

- #MedicareSupplement or #MedSupp
- Aim for clarity and scan-ability.

Guidelines for Creating Effective Hashtags

Use a Mix of Broad + Niche Hashtags

Broad hashtags help reach large audiences:
#InsuranceAgent, #MedicarePlans, #LifeInsurance

Niche hashtags target specific consumers or peer segments:
#WVInsuranceAgent #Turning65 #HealthCoverageHelp

Platform-Specific Hashtag Best Practices
Because different platforms treat hashtags differently, adjust your usage:

Instagram
- 5–10 well-chosen hashtags (up to 30 allowed, but quality over quantity)
- Consider placing them in your first comment to keep captions clean

Facebook
- Use sparingly — typically 1–2 hashtags max.
- Facebook audiences interact more with storytelling and conversation-based content.

LinkedIn
- 3–5 professional, topic-specific hashtags.
- Avoid overly trendy or casual tags.

Twitter/X
- 1–3 hashtags per post to avoid looking spammy and preserve character count.

Create Branded Hashtags
Use consistent hashtags to help unify your brand identity.

Examples: ***#AgentPipeline #APAgents***

Your campaign-specific tags for events, eBooks, or recruitment pushes
Branded hashtags help build recognition over time and support campaign tracking.

Guidelines for Creating Effective Hashtags

Look at Competitors + Industry Leaders

Monitor which hashtags high-performing insurance agents, FMOs, or carriers use. This supports competitive positioning and ensures you remain part of current industry conversations.

Check Before You Post

Always search for a hashtag to confirm:

- It's not associated with unrelated or inappropriate content
- It's not already dominated by a conflicting industry
- It aligns with CMS compliance considerations if referencing Medicare

Prioritize Hashtags That Reflect Value

Align your tags with what your content offers, such as:

- Education (#InsuranceEducation)
- Guidance (#MedicareMadeSimple)
- Local expertise (#WestVirginiaInsurance)

This ties into the value-focused posting themes supported throughout your organization's content.

Engagement Boosters

- Ask questions ("What Medicare term confuses you most?")
- Use carousel posts to explain complex topics
- Share real stories (where compliant)
- Reply quickly to comments to boost algorithm visibility

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Quick Compliance Checklist Before You Post

□ Does this imply government affiliation?
□ Does it make unapproved claims?
□ Are all required disclaimers included?
□ Is this asset pre-approved by carriers when required?
□ Is all language accurate and not misleading?