

## AGENT GUIDE: YOUR FACEBOOK BUSINESS PAGE



### Connect With Consumers and Build Online Visibility

For your business, building connections and establishing trust is a crucial area of focus. Social media platforms offer you the opportunity to provide support, answer questions and generally be a helpful and friendly resource for consumers and potential clients.

A Facebook business page can help you connect with consumers both near and far — consumers who need your guidance and experience in the insurance market. With a business page, you'll be able to promote and boost posts, track engagement and more.

### Benefits of Creating a Facebook Business Page

Build brand credibility	Learn which posts your audience likes	Targeted advertising	Meta rules for targeting have changed in 2025. Please check their latest guidelines to avoid ads being denied or having your Facebook account suspended.
Having a Facebook page for your business is expected! Consumers who need guidance will be able to find you, while Facebook's business tools let you engage professionally.	Only a Facebook business page gives you analysis tools to see which content was viewed by your customer audience so you can refine your messaging strategy in real time.	A Facebook business account allows for ad spends and boosting posts to reach a broader audience.	

### Before Creating Your Facebook Business Page

Consider a few key items before you get started:

- ✓ Decide who will set up and manage the Facebook business page and which email will be the admin contact — it can be different than the profile your business page is attached to. Have a backup plan if any contact point becomes unavailable.
- ✓ Gather details about your business: physical address (if applicable), email, phone number, hours of operation, areas you can serve, images of yourself or your offices, and more.
- ✓ Think about what you want your page to accomplish. This can be becoming more visible to consumers, connecting with existing clients, providing education on the products you offer and more.



## Creating Your Facebook Business Page

How does a Facebook business page work? All Facebook business pages are created from a Facebook profile but exist separately from your personal account. You will need a Facebook account before you create your business page.

To add your business page, start from Facebook's resource page:

<https://www.facebook.com/business/tools/facebook-pages>

Follow the prompts to create your page using your business details. Once complete, you're ready to start making connections!

## Refining Your Facebook Business Page to Connect and Stay Connected

Facebook is used<sup>1</sup> by over 3 billion people every month! Here's how to start making yourself more visible with your new business page:

- » Invite current Facebook friends to follow your new business page — you can send to all, or curate a list of your choosing.
- » Turn on Page Notifications so that you'll know right away when someone wants to connect or interacts with your business page.
- » Adjust privacy settings to allow or restrict public posts on your page, turn on or off user reviews, and more.
- » Link your Instagram page under Linked Accounts. These accounts are easily linked because Meta is the parent company of both Facebook and Instagram. Don't have an Instagram account yet? Check out our Instagram Business Page guide!

<sup>1</sup> <https://www.demandsage.com/facebook-statistics/>



## Nurturing Facebook Connections

Here are the guidelines on posting useful content to your page:

- » Add posts on your business page like you would on your personal profile using text, photos, links and polls to engage with readers.
- » Offer value to your audience, not sales pitches.
- » If someone follows your page, or likes or comments on something you have posted, this is not permission to contact them. Direct messaging is considered unsolicited communication and not permitted.
- » You may respond to a question in a post but may not address any subject beyond the scope of the question.
- » If someone asks for health-specific insurance information, you can direct them to call your phone number or visit your website to begin the SOA process.
- » Aim for a consistent posting schedule to gain loyal followers.



### PRO TIP:

ALWAYS check for compliance for anything you post on social media channels, including Facebook. Use approved materials or have your content approved by your compliance officer.

## Managing Your Facebook Presence

Keep your Facebook business page updated with anything new — this could be new areas that you serve, announcements of upcoming events or fun content with personality, like a photo of your office decorated for a holiday.

Use your Facebook business page to demonstrate your role in the community you serve and your experience as a trustworthy licensed insurance agent. This guide is just a start — make sure to view Facebook's guides for ads and other ways to grow your audience.

Here's Facebook's help guide on growing your page:

<https://www.facebook.com/business/help/464618030623795>

