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# 2025 Social Media Overview for Brokers

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# Content Overview

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- Why Brokers Should Use Social Media
- Prepping for Open Enrollment
- Best Practices & Tips for Open Enrollment
- Updating Facebook Account to Professional Mode: optional

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# Why Brokers Should Use Social Media

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- 1. To Establish Trust and Credibility:** posting valuable content on Facebook or Instagram allows brokers to share their expertise and establish themselves as an authoritative voice in their field. When content educates and addresses consumer pain points, brokers can build trust and credibility among their followers.
- 2. Harnessing Customer Insights:** regular interaction with your audience can provide valuable insights into your followers thoughts and preferences. This will give you a better idea of their needs and enables you to assist them more effectively.
- 3. Enhancing Customer Experience:** people are using social channels more and more for customer service and this provides an opportunity to deliver personalized, prompt support to your clients.
- 4. Building a Strong Professional Brand:** social media presents a unique opportunity to build your personal brand and to establish yourself as a thought leader in the health insurance space. Sharing your expertise, success stories, and insights can help establish and build a distinct identity.

*\*Please refer to the Broker Social Media Guide for branding guidelines and general best practices.*



# Prepping for Open Enrollment

**Review what you did last year and consider the following:**

- Did you provide helpful content on your social channels?
- Do you know which type of content resonated most?
- Did any of your clients struggle with enrollment?
- Once clients enroll or re-enroll, are you encouraging them to make their first payment, so their plan is activated?

## **New Social Assets:**

A collection of images with headlines in English and Spanish are available in the Marketing Materials section of the broker portal.

\*\*Please follow your state's compliance. In many instances, social media platforms designate certain content as an advertisement. A broker is responsible for ensuring all legal references and disclaimers are made in their content development.



# Best Practices & Tips for Open Enrollment Posts

- **Content Calendar:**
  - Create a posting document/calendar for Nov-Jan
  - Helps organize your posts for each week/month
  - Posting 2-3 times per week is recommended
- **Customize provided post copy:**
  - Include your name and phone number
  - Focus on educating consumers, to make choosing a plan easier
- **Use approved imagery: images with moving text**
  - Capture their attention and to drive more engagement
  - Please do not modify visuals in any way
- **Use relevant hashtags on Instagram:**
  - #ambetterhealth, #openenrollment, #marketplaceinsurance, #healthinsurance, etc.
- **Posting other content during Open Enrollment:**
  - Holidays and health awareness days are perfectly fine to include

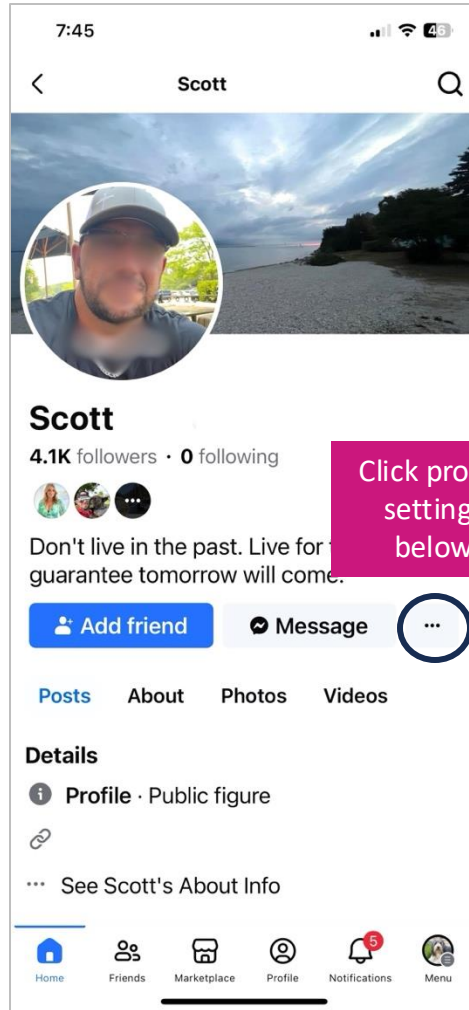


A social media post for Ambetter Health. At the top left is the Ambetter Health logo. To its right, the text reads "Ambetter Health" and "Published by Khoros Social Marketing". Below this is a paragraph of text: "It's Open Enrollment and time to sign up for a health insurance plan. Ambetter Health has affordable options to fit your needs and budget. Call me at XXX-XXX XXXX and we'll compare plans together." The main image shows a family of four (a man, a woman, and two children) running happily in a park. A large pink circle with the "ambetter HEALTH" logo is overlaid on the right side of the image. At the bottom, a pink banner contains the text "Affordable Health Coverage for Your Family" in white.

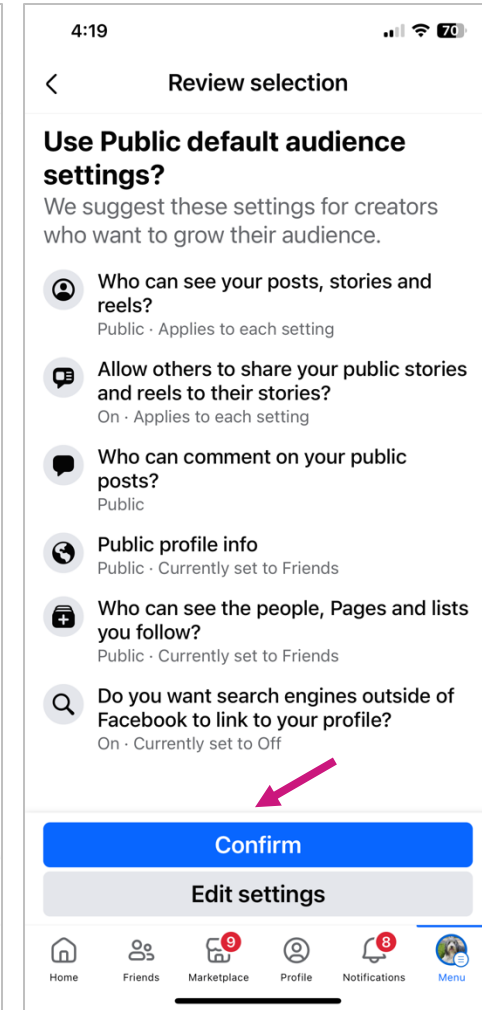
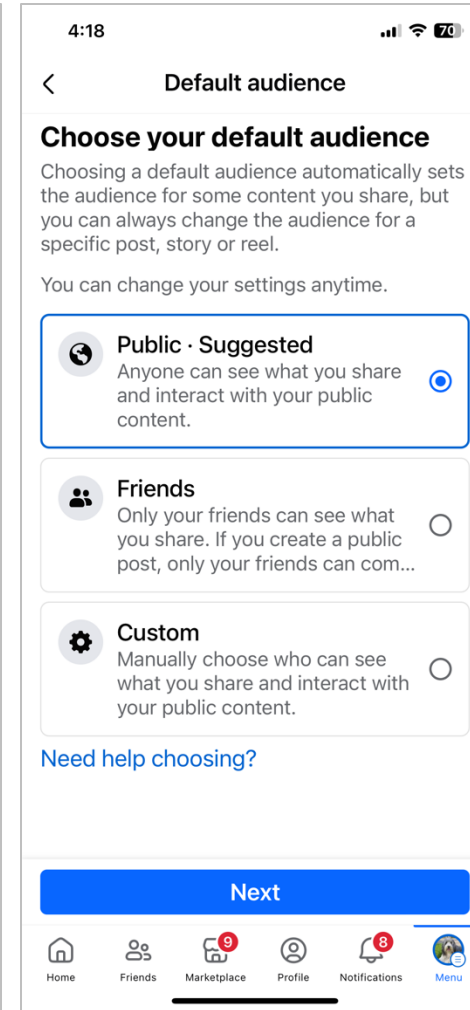
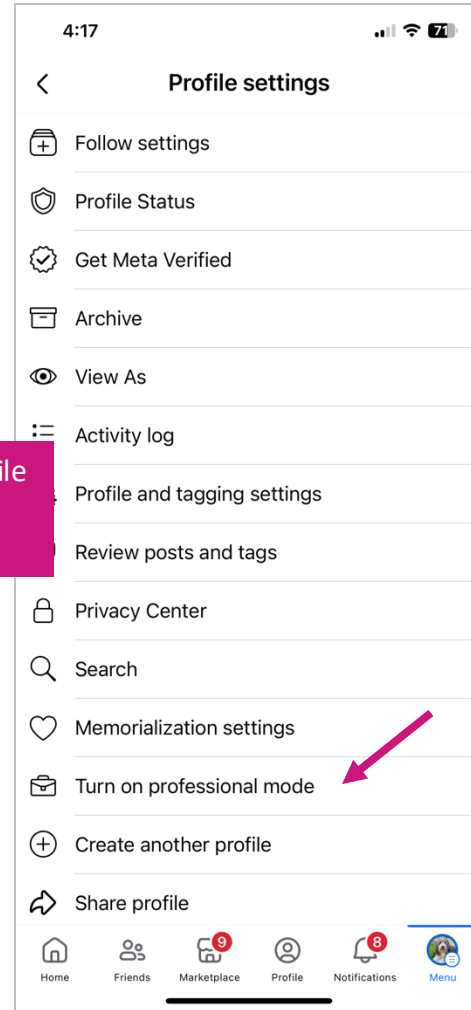
# Updating Facebook Account to Professional Mode

## Step-by-Step

1. Go to your Profile Page and click the “...” for settings.
2. On profile settings page, click “Turn on professional mode”.
3. Default audience will appear, click on “Public Suggested” click Next.
4. Review selection page appears, click Confirm.



Click profile settings below



THANK YOU

