How Insurance Agents Are Using Social Media

**Social Platforms Used**

*Which ones are agencies using?*

- 95% Website
- 65% Facebook
- 34% Twitter
- 46% LinkedIn
- 19% YouTube
- 49% Blog

Average number of followers on Facebook and Twitter (across all agency sizes).

- 200
- 440

**Estimated monthly new-business commission attributed to agency websites.**

*Agencies with annual revenue between $13MM-$25MM

**Social Media Marketing Goals**

What are independent agents trying to achieve through their social media efforts?

- New Leads: 80%
- Brand Recognition: 81%
- Relationship Building: 77%
- Improving Service: 50%

64% of agencies who use social media DO NOT measure their ROI.

**Young Agents & Social Media**

It’s no surprise that insurance agents under 40 take to social media like ducks to water. Here’s proof.

- 72% Facebook
- 29% Twitter
- 74% LinkedIn
- 10% Blogs

Sources:
- B. H. Burke & Co., Inc. - “Social Media and Online Marketing - What’s the Real Deal?”
- Insurance Journal West Magazine, April 2012 - “Young Agents Survey”