

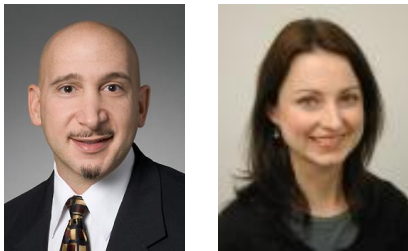
Recruit!

For Agency Executives, Managers, and Recruiters



September-October 2011

Recruit New Producers With Social Media



By Ernie Brescia and Sarah Schmidt

You know the old saying about finding the right home: it's all about location, location, location. The same thing holds true for finding potential producers. Where are they? Online, using social media.

Why Social Media?

Social media are the web-based and mobile technologies that have turned communication between companies and potential recruits into an interactive dialogue. Many candidates in their 20s and 30s live and breathe today's interactivity. They don't *go* online: they *are* online.

These savvy users of social media tap into it to learn about you and your agency. Sure, they'll view the static careers information on your website, but they are more interested in mining the Web for the "real" story. They know that a small investment of their time can return a wealth of information and commentary about:

- You and your business team
- Your agents
- Your agency's reputation
- Your training and support

When it comes to social media, we encourage you to embrace the axiom "the best defense is a good offense." Word travels fast online and social media can quickly amplify messages. If you want to establish yourself as an employer of choice, utilize social media to establish and grow your reputation online. You can easily leverage popular platforms such as LinkedIn, Facebook, and Twitter.

Attract Recruits Online

You can make it easier to attract, select, and ultimately appoint top performers. How? By using today's social networking capabilities.

LIMRA's new *Recruiting Goes Social* program is a virtual/online class that will teach you how to harness the power of LinkedIn and other tools to turn the Internet into a "warm" recruiting source. You'll learn practical techniques in the highly interactive classes so you, too, can connect with today's high-tech talent pool.

The registration fee is just \$199 per person, with group discounts available. Our next program is being held in **November**.

Help Productivity Fly Higher!

When producers align goals with a positive mindset, their productivity takes off. You can help your producers fly higher with **Sales Booster**, a specialized tool that

- Explains how mindset impacts sales abilities
- Identifies specific ways participants can strengthen their mindset
- Helps participants discover their untapped potential
- Establishes next steps to achieve outcomes and goals

For more information, contact us at 888-785-4672 or **TalentSolutions@limraloma.com**.

Establish Your Reputation

One of the most important takeaways we can offer is that your social media posts should reflect your passion for the industry and for your job. People connect with people, not credentials. Take a moment to think about how you are presenting yourself. Are you relating why you do what you do? Communicating your agency's dedication to providing peace of mind and economic security to policyowners? Illustrating your commitment to the community? Describing what makes a great candidate? Your answers will serve as the foundation for your posts.

We also encourage you to give and request appropriate business-related recommendations. Candidates who are looking for information about you and your agency want to read customer reviews, not website boilerplate. They want to learn about the underlying value of your operation.

Social Media You Can Easily Use

Type	Examples
Social networking	LinkedIn, Facebook
Blogs and microblogs	Twitter, WordPress
Content communities	YouTube, Flickr
Online reviews	Yelp

Build Relationships

Because social media exist to promote interactive communication (not just broadcasting your message), it allows you to build relationships with current and potential candidates. By providing useful information, you can quickly

- Reinforce your professional image
- Position yourself as a helpful resource
- Nurture interaction

This information might include how to apply for the job, links to informative articles about market potential and the underinsured market, descriptions of your training and support programs, etc.

What does it take to leverage social media and make 1:1 connections? A little knowledge and a daily commitment. Make it a goal to invite people to your professional network each day, and join online professional groups on a weekly basis. The payoff: You'll rapidly build awareness and interest in your organization — and attract bright recruits.

Ernie Brescia, Senior Consultant of Instructional Design and Technology, LIMRA and LOMA. Ernie is an experienced leader in instructional design who specializes in developing engaging online

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classes that also measures learners' progress.

Sarah Schmidt, Learning Technology Consultant, LIMRA and LOMA. Sarah leverages technology best practices to support the community of lifelong learners at member companies. She uses technology of all sorts to communicate, inform, and solve business problems.

