

# Let OneAmerica be your \$ocial media Provider

In our September Sales Blitz, we covered how to turn 6 seconds per week in to \$\$ using Social Media.

Those that attended had the opportunity to subscribe to our weekly social media posting program. Our subscribers receive a weekly email containing a highly effective social media post (article, meme or video) along with easy step by step instructions on how to post to Facebook, LinkedIn and Twitter. A sample of the weekly email you would receive is below.

Here is a link to view the recorded webinar: [Social Media Recorded Webinar](#)

## Below is a sample of OneAmerica's weekly email:

Thank you for subscribing to OneAmerica's Social Media Weekly Posting program. This week your post is a Meme:

Right click on the Picture below, then save it to your computer's hard drive. Then post the image to your social media platform(s).



This week's post is: **If you get injured or ill and can't take care of yourself, who will? Get the care you need in the setting you want. #GreatIncomeGap**

### **Detailed Instructions:** Using our content to create a post

1. Download the social media memes and save to your computer.
2. To post on the following social media channels:
  1. **Facebook:** Navigate to your Facebook page and select **publish**. Select the **Photo icon** and select **Upload Photo**. Find the photo saved on your computer and select **Choose**. The photo will be inserted to your post and then select **Post**.
  2. **Twitter:** Navigate to your Twitter page. Select **Tweet** at the top right. When the box pops up, select the **camera image** at the bottom. A pop up box will allow you to find the image on your computer and select **Choose**. Then click the **Tweet** button.
  3. **LinkedIn:** Navigate to LinkedIn home page. Select the box called **Share an Update**. Select the **photo image** to the right and a box will pop up asking you to locate the image on your computer. Select the image and select **Choose**. Then select **Share**.

Social media campaigns are a great way to participate in and drive conversations with potential clients. Don't miss this opportunity to promote long-term care protection with existing and potential clients, educate them about the great retirement income gap, and take your social media presence to the next level!