

6 REASONS FOR BANK ADVISORS TO USE FACEBOOK

While LinkedIn is obvious, and advisors increasingly see the value of Twitter, many advisors remain skeptical of using Facebook. Here are six reasons to rethink the skepticism:

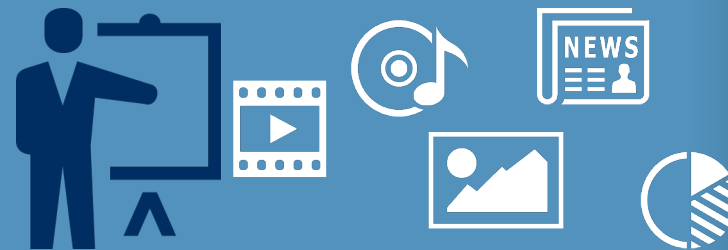
1 CONNECT with a preconditioned audience

Retirees and non-business clients are much more likely to be on Facebook and conditioned to communicate this way compared to other social media.



2 DELIVER a dynamic presentation

Facebook provides the ability to feature video, audio, photos, infographics and print communications.



3 SHARE your personality and values with ease

The relatively flexible and informal nature of Facebook makes it easier to share your interests and activities around community causes important to you, and more natural to share photos and links to client events to provide your brand with a more approachable feeling.



4 SHOW sincere goodwill

Feature events and causes in support of your clients and centers of influence in a way that's consistent with your brand, but isn't disproportionate or seemingly self-serving – which can be the case on your website or LinkedIn if you are not thoughtful.

5 CREATE positive engagement and exposure

Because Facebook is by far the most widely used social platform, to the extent a client “likes” a piece of content you have posted, it is likely to generate better exposure and engagement than any other platform.



6 ENJOY search engine success

Facebook will typically be one of the top two or three returns on a search for your practice.

For more insights for your practice, visit RJFID.com.

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