



There is no doubt social media can be confusing....

Social Media Landscape



But actually, it is fairly simple...



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The main tools we are looking at today:

- Twitter
- Facebook
- LinkedIn
- Blogging
- YouTube



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B2C vs B2B

Business to Consumer

Tools:

- YouTube
- Facebook
- Twitter
- Blogging

Business to Business

Tools:

- LinkedIn
- Blogging
- Twitter
- YouTube

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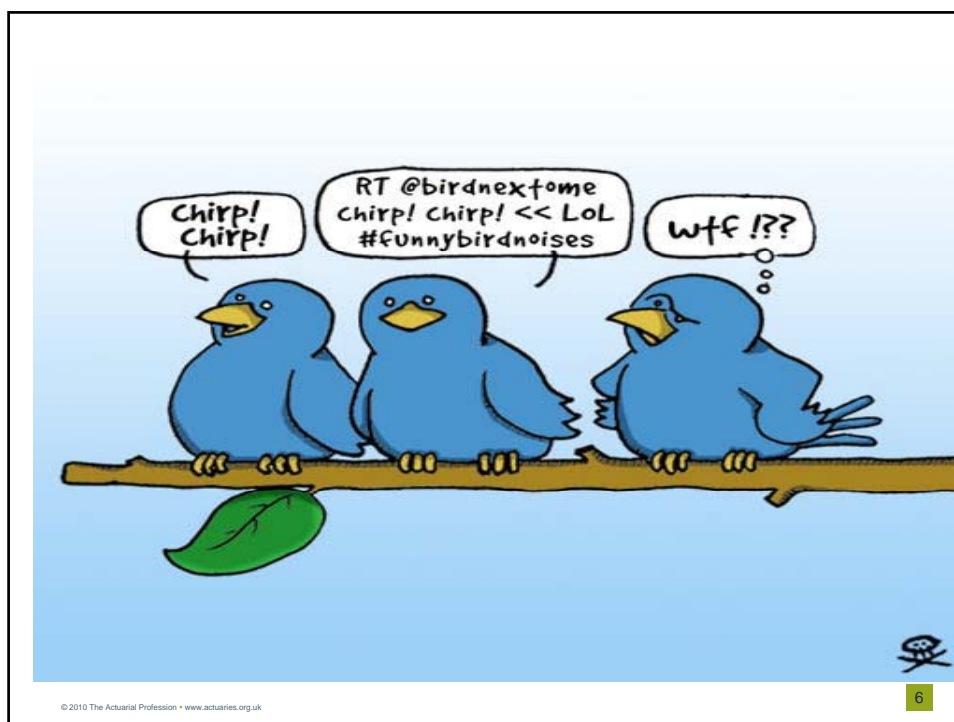
Twitter

Focuses your message to 140 characters
140 million active users as of March 2012, generating more than 340 million Tweets daily and handling over 1.6 billion search queries per day.



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Firefox | Facebook | TR Awards | Tr... | Catastrophe... | HootSuite | B Ace 'On the... | Tower to ac... | Bermuda b... | Harvey Smit... | Mairi Ma... | Categories... | Insu... | how do i find out the date I registered for vat?

https://twitter.com/#reinsurancegirl

Getting Started | Most Visited | Latest Headlines | Travie McCoy: Billions... | Brian Kellest (dot) Net | Brian Kellest (dot) Net

Home | Connect | Discover | Search

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Edit your profile
3,501 TWEETS
3,069 FOLLOWING
3,111 FOLLOWERS

Tweets

Following
Followers
Favorites
Lists
Recent images

Similar to you

EQECAT, Inc. @EQECAT Following
Stephen Rafferty @stephenrafferty

Tweets

Mairi Mallon @reinsurancegirl 23m
#ff for @eif2012 - if you like Dublin & you like #insurance & #reinsurance you should really go to their conference on May 23/24 #eif2012

Mairi Mallon @reinsurancegirl 27m
@eif2012 good, good. You?
← in reply to EIF_2012

Mairi Mallon @reinsurancegirl 27m
Aw thanks! RT @actuarialchris: #ff @reinsurancegirl for all your reinsurance tweets & @henrytapper for lots of straight talking on pensions

Mairi Mallon @reinsurancegirl 1h
embrace it girl! RT @hanchapman: Wild b excited about the wknd if I didn't have to sit through 6 hr training course on reinsurance today :)

Find: 18 | Next | Previous | Highlight all | Match case

10:54 27/04/2012

Who to follow:

- @theactuarymag
- @actuary_do_org
- @SOActuaries
- @jobs4actuaries
- @actuary_math
- @eddie_smith
- @actuarialpost
- @pensionactually
- @meepbobeep
- @livingactuary
- @actuarynews
- @riskactuary
- @actuary
- @actuary21c
- @actuarylondon
- @indianactuary
- @marianelliott
- @actpub
- @actuarialchris
- @kevinpledge

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What do I do?

- **Share.** Share photos and behind the scenes info about your business. Give a glimpse of projects and events. Users come to Twitter to get and share the latest news, so be current.
- **Listen.** Regularly monitor comments about your company, brand, and releases or news.
- **Ask.** Ask questions of your followers to get market insights and show that you are listening.
- **Respond.** Respond to compliments, criticism and feedback in real time.
- **Reward.** Tweet updates about new reports, press releases, seminars and new hires.
- **Demonstrate wider leadership and know-how.** Reference articles and links about insurance, reinsurance and risk management.
- **Champion your stakeholders.** Retweet and reply publicly to great tweets posted by your followers and clients.
- **Establish the right voice.** Twitter users prefer a direct, genuine, and likeable tone from your business. But don't deviate from your message or corporate tone.

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facebook



- **facebook** is a social networking service and website launched in February 2004. As of February 2012, facebook has more than 845 million active users

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What to do on facebook

- **Lock it down:** You need to own your own page, even if you don't use it. Large organisations' pages are often automatically generated Wiki pages. Monitor your Wiki page
- **Fill out your information.** At a minimum, do this and establish your brand.
- **Share.** Post up pictures, video, links to press releases and white papers. You already have this content, so use it where your clients and readers are comfortable finding you.
- **Watch and listen.** Monitor what is going on with others in the industry – facebook may be untried and tested land, but some are making it work
- **Think about a campaign...**or reaching a younger audience
 - Lloyd's of London
 - Allianz Knowledge
 - Insurance Journal
 - Aon Group
 - Amlin

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LinkedIn



- **LinkedIn** is a business-related social networking site. Launched in May 2003, it is mainly used for professional networking. As of February 2012, LinkedIn had more than 150 million users in more than 200 countries.

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Why LinkedIn?

- As of last week, there were nearly 30,000 actuaries listed on LinkedIn, 2.2 million listed under insurance, and 537,000 under life insurance.

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What do I do?

- **Make your mark.** Set up an company page and encourage staff to join.
- **Share.** Join groups and share your content.
- **Ask and answer.** Ask questions and answer questions in forums.
- **Demonstrate wider leadership and know-how.** Reference articles and links about the insurance, reinsurance and risk management.
- **Establish the right voice.** LinkedIn is a more formal setting – like the exchange of business cards by Japanese businessmen. How do you want your business to appear?

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Blogging



Mr. Smith asked the OR team to wait while he "live blogged" his anesthetic experience.

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Blogging

- **Remember your audience.** Keep it simple to effectively disseminate complex messages.
- **To interact or not?** Although not a must, most good quality blogs are interactive, allowing visitors to leave comments and even message each other via GUI widgets on the blogs. This, however, can prove problematic in institutions and most have disabled this feature. Should be revised every six months.
- **Vary content.** A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. Most blogs are primarily textual, although some, such as Allianz Knowledge, use audio (podcasting) or video blogging.
- **Use what you have.** Recycle existing materials – videos, white papers, press releases – to give them a wider audience.
- **Bring people to life.** Use people in your organisation to post.
- **Go Green.** Blogging is paperless and can add to your eco credentials.
- **Watch what others are doing:** Guy Carpenter, Reinsurance Girl's Blog, Willis Wire, Henry Tapper (pensions playpen),

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Blogs for actuaries

- **Guy Carpenter** www.gccapitalideas.com
- **Reinsurance Girl** www.rein4ce.co.uk/blog/
- **WillisWire** blog.willis.com
- **Henry Tapper** (pensions playpen)
<http://henrytapper.com/category/pension-playpen/>
- **21st century actuary** www.actuary21c.com
- **Actuarial** <http://actuarialblog.blogspot.co.uk>

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You Tube

Charlie bit my finger (450m)

- **You Tube** is a video-sharing website on which users can upload, view and share videos



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What to do

- **User comments:** Should they remain disabled?
- **Share:** Post the content on different platforms.
- **Champion:** Use other corporations' content on your channel.
- **Search engine optimise:** Use key words – insurance, rating agency, reinsurance – in your descriptions.
- **Demonstrate leadership and know-how:** Be timely – shoot videos and clips when public speaking, as well as professional videos.
- **Show character:** A perfect platform to show the characters of some of your analysts.

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Anne Helmond, May 2009

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You can do it!

It is not rocket science

- It is more dangerous not to know what is going on
- Watch and learn from others
- Get guidelines and training for your staff
- Use your younger members of staff who will already live and breathe social media



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Questions or comments?

Expressions of individual views by members of The Actuarial Profession and its staff are encouraged.

The views expressed in this presentation are those of the presenter.

