

MEDICARE  
SOLUTIONS



# Extend Your Reach With Social Media



When it comes to marketing, a lot has changed over the past few years, but one thing has stayed the same. To get the word out about how you can help people with their insurance needs, you still need to reach them where they're spending their time.

The numbers clearly show that place is on social media.



- ✓ <sup>1</sup>**86%** of American adults consume media through a smartphone, computer or tablet
- ✓ <sup>2</sup>**78%** of Americans over 56 use Facebook
- ✓ <sup>2</sup>**67%** of Americans over 56 use YouTube
- ✓ <sup>3</sup>**70%** of U.S. Facebook users say they visit the site daily
- ✓ <sup>3</sup>**49%** of U.S. users say they visit Facebook several times a day

# Four Best Practices to Get the Most From Your Social Posts

Social media is an informal, yet effective, way to interact with prospects and clients. Social posts have the power to build brand awareness, familiarize people with our products and demonstrate a need for coverage.

Before you start posting, consider these four best practices that will help make your efforts more productive:<sup>4</sup>



## 1. Start with the Right Platform

There are many social media sites to choose from, each catering to different age groups and demographics. So, it's important to know which site is used most by your desired audience.

As shown by the numbers above, most American adults over 56 spend a lot of time on Facebook. So, if that's who you're trying to reach, you should start there. But Facebook isn't the only social site where they can be found.

More and more people in that age group are spending time on other social media sites. But the numbers are still small compared to Facebook. However, with the right strategy, you may be able to reach a niche audience on other social sites.



## 2. Start a Conversation

Your audience is bombarded with social posts every day. It's important that yours rise above the noise to get noticed. One of the best ways to do this is to sound conversational and authentic in your responses.

The best style is to sound conversational and authentic. Speak to your audience like they were sitting across the table from you. Avoid using jargon. Talk with them like you would to a friend who isn't in the industry. And don't try to be clever. It's more effective to be clear and compelling than to show off your creativity. As a reminder, the posts in this brochure cannot be modified. But your responses can be written using your own style and voice.



## 3. Engage with Your Audience

Don't use your posts to sell. Use them to connect. A social post should be a two-way conversation that encourages followers to engage with you. Ask questions and encourage your audience to respond. Be sure to give a prompt, friendly response to their inquiries to show you're paying attention.



## 4. Make a Plan and Stick to It

Start by asking yourself, "What do I want to accomplish?" When setting goals, remember social media is not about direct selling. It's about making connections and fostering relationships. Selling comes later.

You'll need to determine what success looks like for you. What metrics will you use to know whether your social media plan is working? Be careful about focusing too much on the number of followers you have. Fifty engaged followers will do more for you than 500 casual followers.

You may be wondering how often you should post and what are the best times to post. A lot has been written on these questions. The bottom line is what's best for one business may not be best for yours. Try posting at a few different intervals and at different times on different days to determine what draws the best results.

It's possible to post too frequently or infrequently. But it's difficult to say how often you should post. It's best to track your results. If engagement is dropping off, you may be posting too much or not enough. It may take some trial and error, but find what works for you and stick with it.

The key to a good social media strategy is to be consistent while remaining flexible. You may need to adjust your plan as your results change.

We are here for you

If you have questions about using these posts or how to get started, please email marketing at [marketing@mutualofomaha.com](mailto:marketing@mutualofomaha.com).

## We Make it Easy to Start Posting Today

To help put your plan into action, we offer a wide selection of ready-to-use, compliance- approved, social media posts. From informative posts about products and services.

### How to Use These Social Posts

1

Copy and paste the approved text into your status.

2

Choose the corresponding image on the left and save the picture to your desktop by right-clicking it and selecting "Save as Picture."

3

Post approved copy, photo and the link to your social media accounts.

Each of these posts are approved by compliance and ready to use, but cannot be changed or altered in any way. We will monitor activity and client interaction with each post and welcome your feedback.

If you have questions about using these posts or how to get started, please email marketing at [marketing@mutualofomaha.com](mailto:marketing@mutualofomaha.com).

#### REFERENCES

<sup>1</sup>More than eight-in-ten Americans get news from digital devices

<https://www.pewresearch.org/fact-tank/2021/01/12/more-than-eight-in-ten-americans-get-news-from-digital-devices/>

Accessed Oct. 29, 2021

<sup>2</sup>Reach of leading social networking sites used by Baby Boomer and Senior online users in the United States as of 3rd quarter 2020

<https://www.statista.com/statistics/309166/boomer-senior-social-networks/>

Accessed Oct. 29, 2021

<sup>3</sup>10 facts about Americans and Facebook

<https://www.pewresearch.org/fact-tank/2021/06/01/facts-about-americans-and-facebook/>

Accessed Oct. 29, 2021

<sup>4</sup>Three Social Media Best Practices For Business Development

<https://www.forbes.com/sites/forbescommunicationscouncil/2018/10/16/three-social-media-best-practices-for-business-development/?sh=3a0f3f195d31>

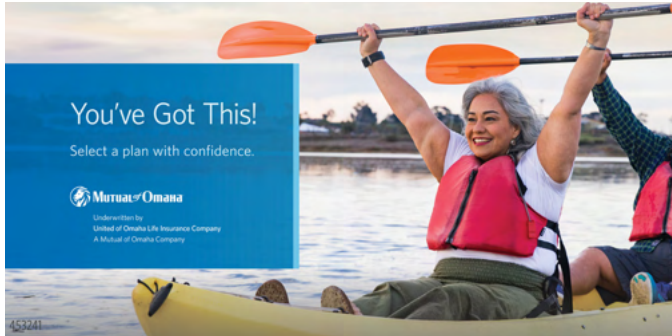
Accessed Oct. 29, 2021

# Medicare Supplement

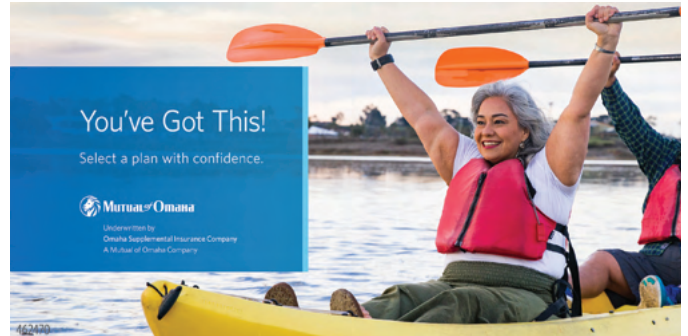
**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

Selecting the right Medicare supplement insurance policy can be confusing. I can help you make sense of it and choose the perfect plan for you. #mutualofomahamedsupp

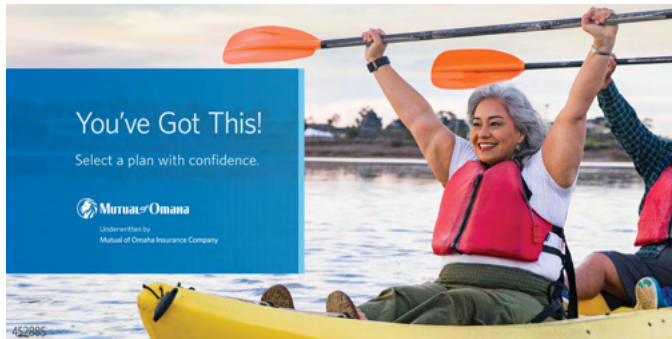
Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>



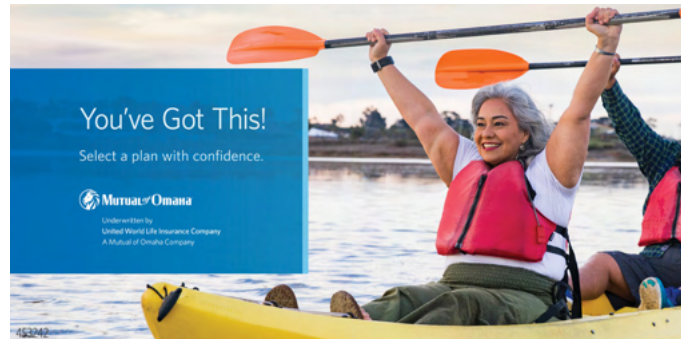
**Approved States - United of Omaha** | CO, MD, ME  
Item #453241



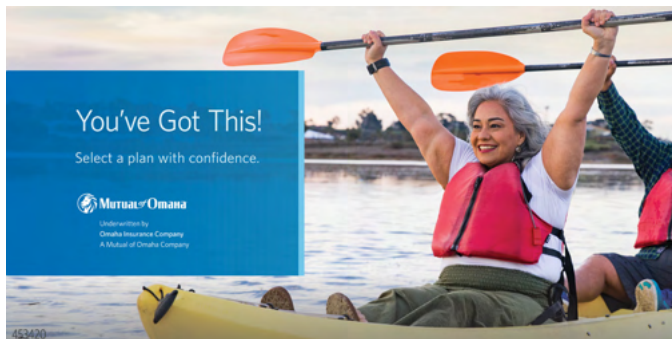
**Approved States - Omaha Supplemental Insurance Company**  
TX | Item #462470



**Approved States - Mutual of Omaha** | AK, DC, GA, HI, MT, NY, OH, OK, RI, VT, VA, WY | Item #452885



**Approved States - United World** | IN, IA, KY, NE, TN, WV, WI  
Item #453242



**Approved States - Omaha Insurance Company** | AL, CT, DE, ID, LA, MN, MO, NJ, NM, SD, UT, KS | Item #453420

# Medicare Supplement

**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

If you're happy with your Medicare supplement insurance policy or Mutual of Omaha RX prescription drug plan, you don't have to do anything during Medicare's Annual Enrollment. If you want to explore other options, give us a call. Our experienced team is here to help. #mutualofomahamedsupp

Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>

463356

**Mutual of Omaha** Underwritten by Mutual of Omaha Insurance Company Medicare's Annual Enrollment Period October 15 - December 7

**Approved States - Mutual of Omaha** | DC, GA, HI, MT, OH, OK, RI, VT, VA, WY | Item #463356

463356

**Mutual of Omaha** Underwritten by United World Life Insurance Company A Mutual of Omaha Company Medicare's Annual Enrollment Period October 15 - December 7

**Approved States - United World** | IN, IA, KY, NE, TN, WV, WI | Item #463356

463356

**Mutual of Omaha** Underwritten by United of Omaha Life Insurance Company A Mutual of Omaha Company Medicare's Annual Enrollment Period October 15 - December 7

**Approved States - United of Omaha** | CO, FL, ME, MD | Item #463356

463356

**Mutual of Omaha** Underwritten by Omaha Supplemental Insurance Company A Mutual of Omaha Company Medicare's Annual Enrollment Period October 15 - December 7

**Approved States - Omaha Supplemental Insurance Company** TX | Item #463356

463356

**Mutual of Omaha** Underwritten by Omaha Insurance Company A Mutual of Omaha Company Medicare's Annual Enrollment Period October 15 - December 7

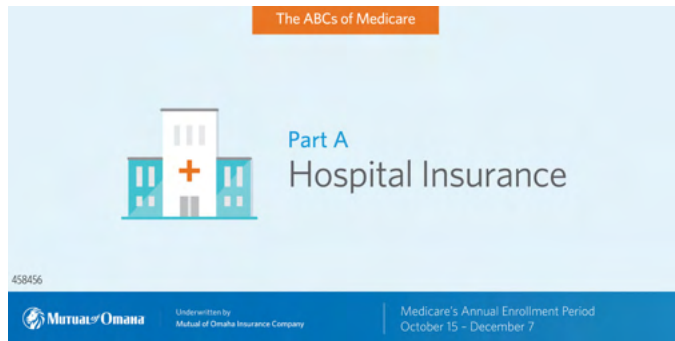
**Approved States - Omaha Insurance Company** | AL, CT, DE, ID, KS, LA, MN, MO, NJ, NM, SD | Item #463356

# Medicare Solutions – Mutual of Omaha Insurance Company

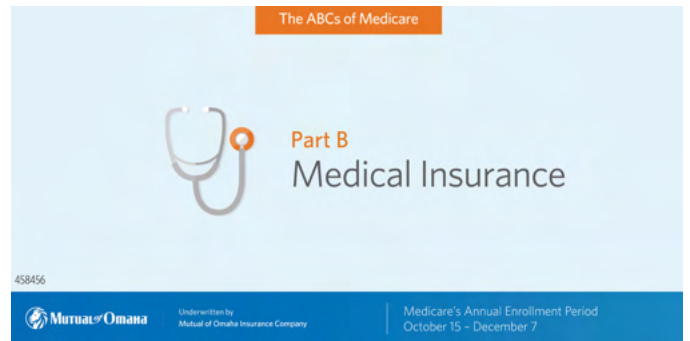
**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

Trying to make sense of Medicare’s alphabet soup? Let our team of experienced agents/producers and representatives help you explore your options to make sure the Medicare health plan you select is the best one for you. #mutualofomahamedsupp

Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>



**Approved States – Mutual of Omaha** | DC, GA, HI, MT, OH, OK, RI, VT, VA, WY | Item #458456 | **Rotating Ads**



**Approved States – Mutual of Omaha** | DC, GA, HI, MT, OH, OK, RI, VT, VA, WY | Item #458456 | **Rotating Ads**



**Approved States – Mutual of Omaha** | DC, GA, HI, MT, OH, OK, RI, VT, VA, WY | Item #458456 | **Rotating Ads**



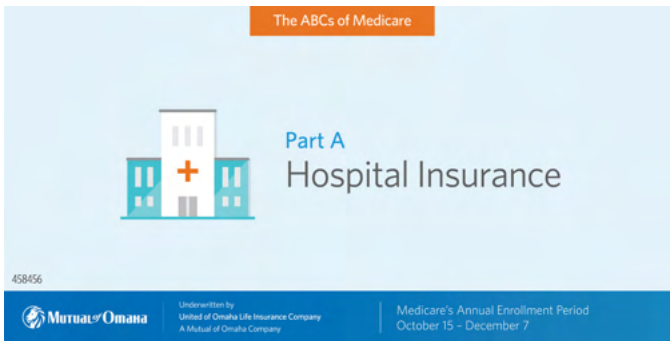
**Approved States – Mutual of Omaha** | DC, GA, HI, MT, OH, OK, RI, VT, VA, WY | Item #458456 | **Rotating Ads**

# Medicare Solutions – United of Omaha Life Insurance Company

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Trying to make sense of Medicare’s alphabet soup? Let our team of experienced agents/producers and representatives help you explore your options to make sure the Medicare health plan you select is the best one for you. #mutualofomahamedsupp

Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>



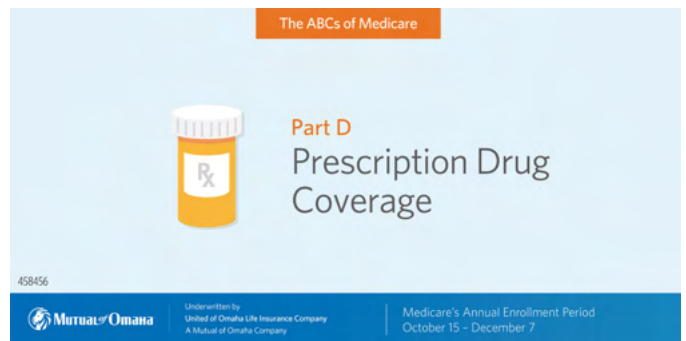
**Approved States – United of Omaha | CO, FL, ME, MD Item #458456 | Rotating Ads**



**Approved States – United of Omaha | CO, FL, ME, MD Item #458456 | Rotating Ads**



**Approved States – United of Omaha | CO, FL, ME, MD Item #458456 | Rotating Ads**



**Approved States – United of Omaha | CO, FL, ME, MD Item #458456 | Rotating Ads**

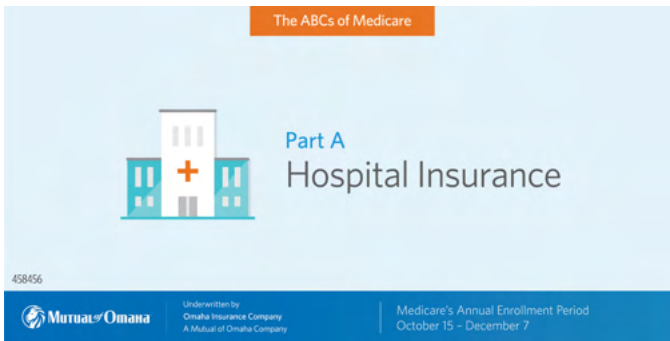


# Medicare Solutions – Omaha Insurance Company

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Trying to make sense of Medicare’s alphabet soup? Let our team of experienced agents/producers and representatives help you explore your options to make sure the Medicare health plan you select is the best one for you. #mutualofomahamedsupp

Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>



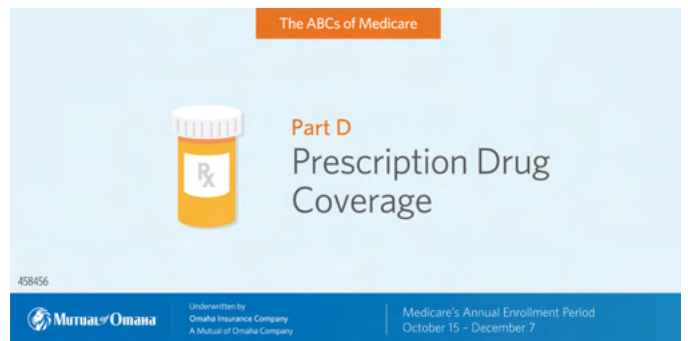
**Approved States – Omaha Insurance Company** | AL, CT, DE, ID, KS, LA, MN, MO, NJ, NM, SD | Item #458456 | **Rotating Ads**



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# Medicare Solutions - United World Life Insurance Company

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Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>



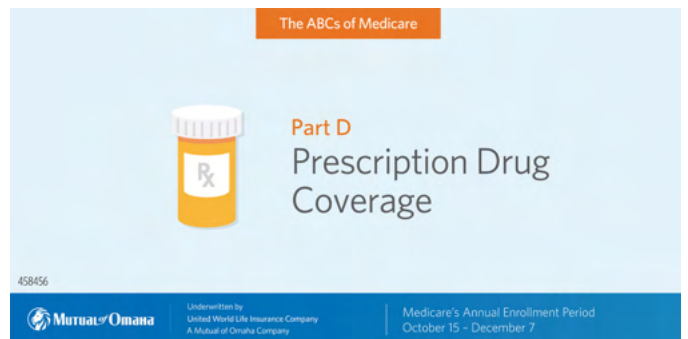
**Approved States - United World** | IN, IA, KY, NE, TN, WV, WI  
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Item #458456 | **Rotating Ads**



**Approved States - United World** | IN, IA, KY, NE, TN, WV, WI  
Item #458456 | **Rotating Ads**



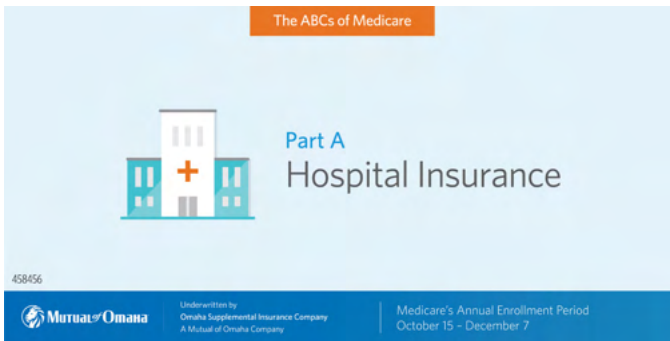
**Approved States - United World** | IN, IA, KY, NE, TN, WV, WI  
Item #458456 | **Rotating Ads**

# Medicare Solutions – Omaha Supplemental Insurance Company

**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

Trying to make sense of Medicare’s alphabet soup? Let our team of experienced agents/producers and representatives help you explore your options to make sure the Medicare health plan you select is the best one for you. #mutualofomahamedsupp

Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>



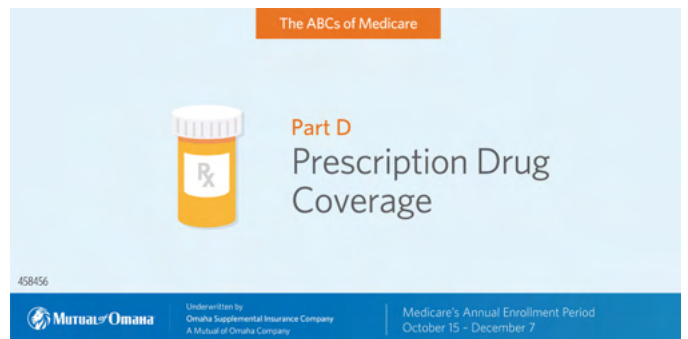
**Approved States – Omaha Supplemental Insurance Company**  
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**Approved States – Omaha Supplemental Insurance Company**  
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# Annual Enrollment Period

**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

Anyone with Medicare can look at different options during the Annual Enrollment Period. Let our experienced team help you find a plan that meets your needs. #mutualofomahaAEP

Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>

## Mutual of Omaha Insurance Company

What is Medicare Annual Enrollment?

October 15<sup>th</sup> through December 7<sup>th</sup>

458453

Mutual of Omaha Underwritten by Mutual of Omaha Insurance Company Medicare's Annual Enrollment Period October 15 - December 7

**Approved States - Mutual of Omaha** | DC, GA, HI, MT, OH, OK, RI, VT, VA, WY | Item #458453 | **Rotating Ads**

What is Medicare Annual Enrollment?

Coverage begins January 1<sup>st</sup>

458453

Mutual of Omaha Underwritten by Mutual of Omaha Insurance Company Medicare's Annual Enrollment Period October 15 - December 7

**Approved States - Mutual of Omaha** | DC, GA, HI, MT, OH, OK, RI, VT, VA, WY | Item #458453 | **Rotating Ads**

## United of Omaha Life Insurance Company

What is Medicare Annual Enrollment?

October 15<sup>th</sup> through December 7<sup>th</sup>

458453

Mutual of Omaha Underwritten by United of Omaha Life Insurance Company A Mutual of Omaha Company Medicare's Annual Enrollment Period October 15 - December 7

**Approved States - United of Omaha** | CO, ME, MD  
Item #458453 | **Rotating Ads**

What is Medicare Annual Enrollment?

Coverage begins January 1<sup>st</sup>

458453

Mutual of Omaha Underwritten by United of Omaha Life Insurance Company A Mutual of Omaha Company Medicare's Annual Enrollment Period October 15 - December 7

**Approved States - United of Omaha** | CO, ME, MD  
Item #458453 | **Rotating Ads**

## Annual Enrollment Period (continued)

**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

Anyone with Medicare can look at different options during the Annual Enrollment Period. Let our experienced team help you find a plan that meets your needs. #mutualofomahaAEP

Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>

### United World Life Insurance Company

**Approved States - United World** | IN, IA, KY, MS, NE, TN, WV, WI | Item #458453 | **Rotating Ads**

**Approved States - United World** | IN, IA, KY, MS, NE, TN, WV, WI | Item #458453 | **Rotating Ads**

### Omaha Insurance Company

**Approved States - Omaha Insurance Company** | AL, CT, DE, ID, KS, LA, MN, MO, NJ, NM, SD, UT | Item #458453 | **Rotating Ads**

**Approved States - Omaha Insurance Company** | AL, CT, DE, ID, KS, LA, MN, MO, NJ, NM, SD, UT | Item #458453 | **Rotating Ads**

# Annual Enrollment Period (continued)

**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

Anyone with Medicare can look at different options during the Annual Enrollment Period. Let our experienced team help you find a plan that meets your needs. #mutualofomahaAEP

Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>

## Omaha Supplemental Insurance Company

What is Medicare Annual Enrollment?

October  
November  
December

October 15<sup>th</sup> through  
December 7<sup>th</sup>

458453

Mutual of Omaha Underwritten by Omaha Supplemental Insurance Company A Mutual of Omaha Company Medicare's Annual Enrollment Period October 15 - December 7

Approved States - Omaha Supplemental Insurance Company  
TX | Item #458453 | Rotating Ads

What is Medicare Annual Enrollment?

January

Coverage begins  
January 1<sup>st</sup>

458453

Mutual of Omaha Underwritten by Omaha Supplemental Insurance Company A Mutual of Omaha Company Medicare's Annual Enrollment Period October 15 - December 7

Approved States - Omaha Supplemental Insurance Company  
TX | Item #458453 | Rotating Ads

## Annual Enrollment Period

**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

If you have Original Medicare (Parts A and B), a Medicare supplement insurance policy can help by paying some of the Medicare-approved costs that Medicare doesn't. Contact me. I can show you why a Medicare supplement insurance policy may be right for you. #mutualofomahaAEP

Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>



**Approved States - Mutual of Omaha** | DC, GA, HI, MT, OH, OK, RI, VT, VA, WY | Item #458457



**Approved States - United World** | IN, IA, KY, MS, NE, TN, WV, WI | Item #458457



**Approved States - United of Omaha** | CO, ME, MD  
Item #458457



**Approved States - Omaha Supplemental Insurance Company**  
TX | Item #458457



**Approved States - Omaha Insurance Company** | AL, CT, DE, ID, KS, LA, MN, MO, NJ, NM, SD, UT | Item #458457

## Annual Enrollment Period

**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

People with a Medicare supplement insurance policy don't need to reapply for coverage...even during Medicare's Annual Enrollment. Contact me if you have questions. I'm here to help. #mutualofomahaAEP

Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>



Approved in All States | Item #458455

## Annual Enrollment Period

**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

Medicare's Annual Enrollment Period is your chance to make sure your current plan is meeting your needs. #mutualofomahaAEP

Medicare Supplement Insurance Disclosures: <https://www.mutualofomaha.co/disclosures>



Approved in All States | Item #458452



## Prescription Drug Plans

**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

Did you know Medicare supplement insurance doesn't cover prescription drugs? Give me a call to help you choose the right Mutual of Omaha Rx<sup>SM</sup> Prescription Drug Plan (PDP) for you. #mutualofomahapdp

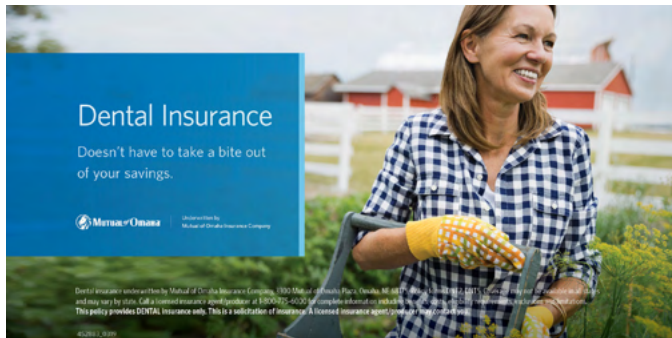


Approved in all states except NY | Item #S7126\_21603734\_C

## Dental Insurance

**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

See how affordable it is to protect your hard earned savings.... and your pearly whites. Contact me today. #mutualofomahadental

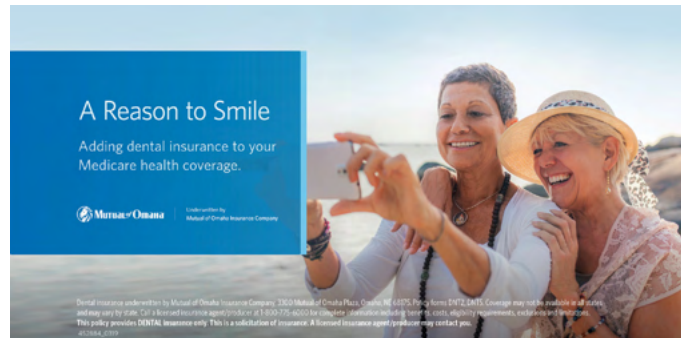


Approved in all states except MA | Item #452883\_0319

## Dental Insurance

**IMPORTANT REMINDER:** *When using these posts, you must include all the text and disclosures below.*

Ask me about adding dental insurance to your Medicare health coverage. #mutualofomahadental



Approved in all states except MA | Item #452884\_0319

## Wild Kingdom

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

Mutual of Omaha's Wild Kingdom set the gold standard for wildlife programming by taking viewers to faraway lands to learn about animals in their natural habitats. Like @WildKingdomTV on Facebook [link to <https://www.facebook.com/wildkingdomtv>] to join our adventure. #WildKingdom #MutualofOmaha #mutualofomahawk



Approved in all states | Item #604046

## Wild Kingdom

**IMPORTANT REMINDER:** When using these posts, you must include all the text and disclosures below.

Mutual of Omaha's Wild Kingdom is back on television on Sunday nights on RFD-TV. Check your local listings and access [wildkingdom.com](http://wildkingdom.com) for more great content. #WKonRFD #mutualofomahawk



Approved in all states | Item #601234



Approved in all states | Item #601234



Approved in all states | Item #604481



Approved in all states | Item #604481





### Why Mutual of Omaha

Over 50 years of Mutual of Omaha's Wild Kingdom taught us that the animal kingdom and the human kingdom have something in common ... an instinct to protect what matters most. Through insurance and financial products, we help people protect their lives, protect their families, protect their kingdoms.

[MutualofOmaha.com](http://MutualofOmaha.com)