

AGENT CONNECT

BEGINNER'S GUIDE

SMS AGENT CONNECT FACEBOOK GROUP

For SMS Agent Connect Members Only. Not intended for public use.

WELCOME

Welcome to the **Senior Marketing Specialists Agent Connect Facebook Group** where you can customize your experience by sharing ideas, adopting concepts, and letting your creativity take over. The idea for this group blossomed from our agents' desire to master social media marketing. We are determined to help you through your social media training journey and hope you find a helpful community in SMS Agent Connect.

Please read this guide to better understand the purpose and basics of the group. **The rest is up to you.**

ABOUT

MEMBERS


The group is exclusive to Senior Marketing Specialists contracted agents and Senior Marketing Specialists team members. This closed group is a by-approval community.

PURPOSE

We created Agent Connect to provide our agents with content for their social media business pages.

All generic images and videos are compliant, royalty-free, and available for you to use in their current state.

We also encourage agents to post questions, comments, and ideas to the page. Senior Marketing Specialists team members will regularly update and monitor the group to answer questions and make clarifications.



CONTENT

Senior Marketing Specialists provides **compliant consumer content for Agent Connect members.**

POST WORDING

Suggested wording is carefully crafted to promote your business and properly cite sources.

IMAGES

Images are designed for recurring updates and relaying quick facts.

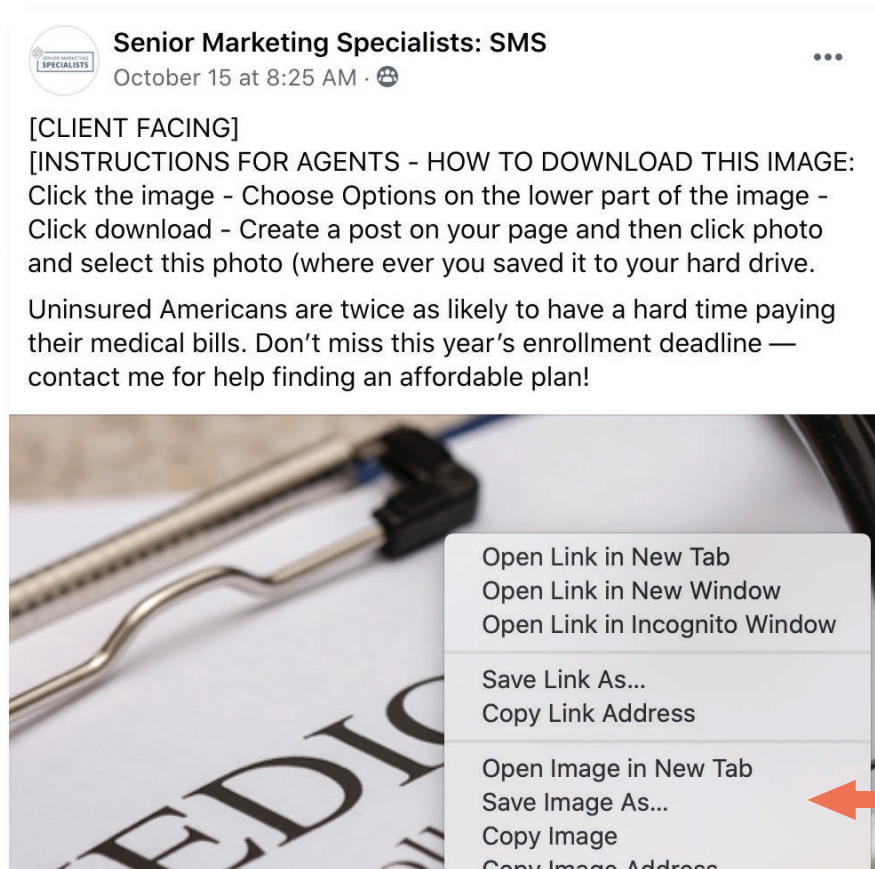
Disclaimer: Content is considered compliant in the state it is uploaded. If changes are made to the available content by anyone other than a Senior Marketing Specialists Team Member, Senior Marketing Specialists no longer ensures its compliance and is not responsible for any violations that may ensue.

USING CONTENT

Using Agent Connect content on your own social media business pages is a simple process. Senior Marketing Specialists will post content labeled “[CLIENT FACING]” regularly, giving you tons of content to choose from and post to your own page!

PHOTOS

- 1) Right click image in post.
- 2) “Save Image As...” to download the photo to your computer.



- 3) Go to your social media business page and upload the image like normal.

AGENTS ONLY POST

In addition to consumer-facing content, we post helpful tips meant for your benefit, rather than for sharing with clients.

These posts are denoted by, “[AGENT FACING]” at the beginning of each applicable update.



Senior Marketing Specialists: SMS

March 9 · 🌐



[AGENT FACING]

Use the image below to raise awareness on your page. If you are interested in learning more about Cancer Insurance join us for our webinar on March 26th. Register here:

<https://register.gotowebinar.com/register/116800425933882637>

HOW TO DOWNLOAD THIS IMAGE: Click the image - Choose Options on the lower part of the image - Click download - Create a post on your page and then click photo and select this photo (where ever you saved it to your hard drive.

COVERAGE COUNTS IN THE CANCER FIGHT

Reducing the cancer burden depends on access to meaningful health coverage for all Americans. We cannot return to a health system that discriminates based on health history, blocks patients from lifesaving treatment or makes health coverage unaffordable.

That's why the American Cancer Society Cancer Action Network is urging Congress to keep patient protections in the health care law, while ensuring coverage is affordable. Any changes to the law should provide equal or better health insurance coverage of cancer prevention and treatment.

PATIENTS PROTECTED		PATIENTS AT RISK
No discrimination based on pre-existing conditions and no dollar limits on coverage.	BARRIERS	Those with a cancer history charged more or denied coverage altogether.
Early detection screenings are covered at no cost. After diagnosis, coverage cannot be cut off.	GUARANTEES	Charges for early detection screenings. After cancer diagnosis, coverage can be taken away.
Medicaid offers safety net to working poor and vulnerable patients in many states.	SAFETY NET	Working poor and vulnerable patients often left without any affordable health coverage option.
Financial aid and out-of-pocket limits make coverage during treatment more affordable.	COST	Without coverage, many patients delay or skip care to avoid financial ruin due to high out-of-pocket costs.
Patients get the care they need when they need it to prevent and treat cancer.	COVERAGE	Cancer grows deadlier and costlier to treat without health coverage.

American Cancer Society Cancer Action Network

acsan.org/coveragecounts

GROUP RULES

Like all other communities and organizations, Agent Connect must have guidelines in place to ensure a positive and constructive environment. Please familiarize yourself with the following group rules.

POSTING

All group members are welcome to freely comment on and react to updates. If a member wishes to create a post, they may do so, but the post must be approved by a page administrator before appearing in the discussion.

LANGUAGE

When communicating on SMS Agent Connect, refrain from using profanity, slander, discrimination, and all other hurtful or offensive language.

Group members are expected to conduct themselves in a polite and constructive manner.

CONFIDENTIALITY

While the closed group settings take care of most confidentiality concerns, members are not to provide group content to non-group members*. Instead, please direct other agents to the shareable Agent Connect Facebook Group link so they are able to apply for membership.

*If you have downline or LOA agents, you may provide these persons with group content or allow them to join Agent Connect at your discretion.

Failure to comply with all group rules may result in deleted comments, warnings, removal from the group, and any other repercussions deemed necessary by Senior Marketing Specialists.

OTHER OPPORTUNITIES

Senior Marketing Specialists can also:

- Provide additional training and educational opportunities
- Contract you with the most competitive carriers
- Support you and your office staff
- Create marketing plans
- And more!



SENIOR MARKETING
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