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Global Pacific Financial Services Ltd.

Social Media 101 for Insurance Professionals

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Social media represents an incredible opportunity for insurance advisors.

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It's a great way to be found, stay connected with and provide information to both new and existing clients. Social media also enables you to quickly build your personal brand in an economy where trust is an increasingly valuable commodity.

Unfortunately, many insurance advisors have not embraced social media. Many recognize its value but don't know where start.

Foresters? would like to help change that.

We have partnered with one of Canada's top social media advisors, Jay Palter, to create a special series of training modules. Jay has extensive experience in both insurance and social media fields. He specializes in helping insurance professionals succeed online.

Foresters is pleased to give you complimentary access to Jay's exclusive social media training sessions.

Today we are launching the first module, "Social Media 101 for Insurance Professionals", on our training portal, Producer Academy.

You'll learn:

- The social media platforms you should be paying attention to;
- Simple social medial strategies you can implement right away;
- Why blogging is important and how to do it;
- Quick tips on developing your personal brand.

Don't miss this information-packed training module. Click here to go to Bluesky where you can access Producer Academy and start your training today.

Over the coming weeks, we will be launching additional training modules to get you up to speed on social media and help grow your business.

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Start "Social Media 101 for Insurance Professionals" right now!

This link will take you to Bluesky, our advisor portal. Sign in and click on the Producer Academy tab to launch our training portal.

On the home page under Training, you will see a link called "Social Media". Click on this to begin your social media training courtesy of Foresters.

Our helpful guide to using Producer Academy is available here.

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