



USING **SOCIAL MEDIA** TO
BUILD YOUR WFG BUSINESS

HOW CAN SOCIAL MEDIA HELP YOUR WFG BUSINESS?

What Is Social Media?

Social Media is a fantastic two-way tool used for building relationships with audiences and customers, improving customer service, and raising awareness of a service.

Social media is a way to be creative!

If your organization is going to be involved, your audience expects that you won't be just pushing messages, you'll be listening too.¹





SOCIAL MEDIA + WFG

The integration of Social Media into your WFG business strategy is a key growth opportunity for your business. Social Media gives you a chance to increase your brand awareness, promote team building, and connect with professionals globally.

LINKEDIN

LinkedIn is a business networking site that can help establish your organization professionally, by discovering relationships between followers and providing exposure to trends in the market place through group discussions.



Join us on LinkedIn

[linkedin.com/company/
world-financial-group-wfg](https://www.linkedin.com/company/world-financial-group-wfg)

“Social media is viral, a wave of the future, and modern version of marketing. It’s necessary for the future. I let social media work for me, linking all of my platforms together to my professional LinkedIn page.

I use social media to announce events I’m hosting and promote happenings, and use it as a way to offer ideas on how to increase wealth. It’s been vital in growing my business.”

-Fradel Barber, EMD



Presentations for use on SlideShare can be downloaded from the WFG Media Center.



FACEBOOK

Facebook is a Social Media tool that can build relationships with customers.

“My strategy is ‘Exposing vs. Selling.’ I use my personal page to showcase my life, trips, and outings with my family. Personal status messages will never mention anything regarding insurance, WFG, TFA, selling, or anything about business. I let the exposure pique the attention of others, which in turn, sparks the conversation about what I do. Best of all: it doesn’t cost me a thing to use!”

-Jun Dela Cruz, EMD



Like us on Facebook

facebook.com/
world.financial.group.inc



PINTEREST

Pinterest is a new Social Media site that can help to increase your social presence by sharing visual images, media and videos with others, which can increase awareness and drive potential traffic to your business website.

“Using Pinterest is an exceptional tool and adds value when it comes to branding your business and yourself simultaneously.

Linking your pins to your FB and Twitter accounts can promote your brand and elevate growth by increased traffic to and engagement on your business site.”

-Doris Bruneau, MD



Pin us on Pinterest

pinterest.com/officialwfg/



Check out videos , pictures and infographics to use in the MyWFG Media Center! Log on today!



TWITTER

Twitter is a micro blogging tool that can help communicate your what you're doing, encourage team engagement with you and your colleagues, and allow you to share relevant information with your team and the public in real-time.

"Twitter is a phenomenal communication tool. My team and I use it as a way to promote accountability, as well as share news and information throughout the day. It's definitely a way to build team engagement in your business."

-Corey Michaud, EMD



Follow us on Twitter

twitter.com/therealwfg



GOOGLE+

Google+ is a sharing tool that allows you to communicate to your circle of followers, with the ability to group people into specific circles. This tool encourages team engagement and sharing with the "+1" and "Sparks" features to drive traffic to your website and increase team awareness.



+1 us on Google+

[gplus.to/worldfinancialgroup](https://plus.google.com/u/0/+WorldFinancialGroup)

"Google + has the capability to bring teams together using the 'Hangouts' video conferencing function. Over the last several years, social media has changed the way the world conducts business and how we communicate. With the 'Hangouts' feature, you are able to share content, and conduct a face-to-face meeting with video chats all from one social profile."

-Paul Mineck, WFG Chief Marketing Officer



Need content? Access media in the MyWFG Media Center and get started today!



THINGS TO REMEMBER^{2,3}

Your social media presence is a representation of you, your business, and WFG. Remember to use appropriate grammar, language, and spelling.

If you plan to use the WFG logo, you must be sure to use the current logo.

Advertising business in areas where WFG does not do business, such as Europe or Asia, is not permitted.

Do not publish any copyrighted material to your sites without properly sourcing or obtaining permission to do so.

Securities-related content, in any form, is not permitted.

Endorsing a particular product, service, or provider is not permitted.

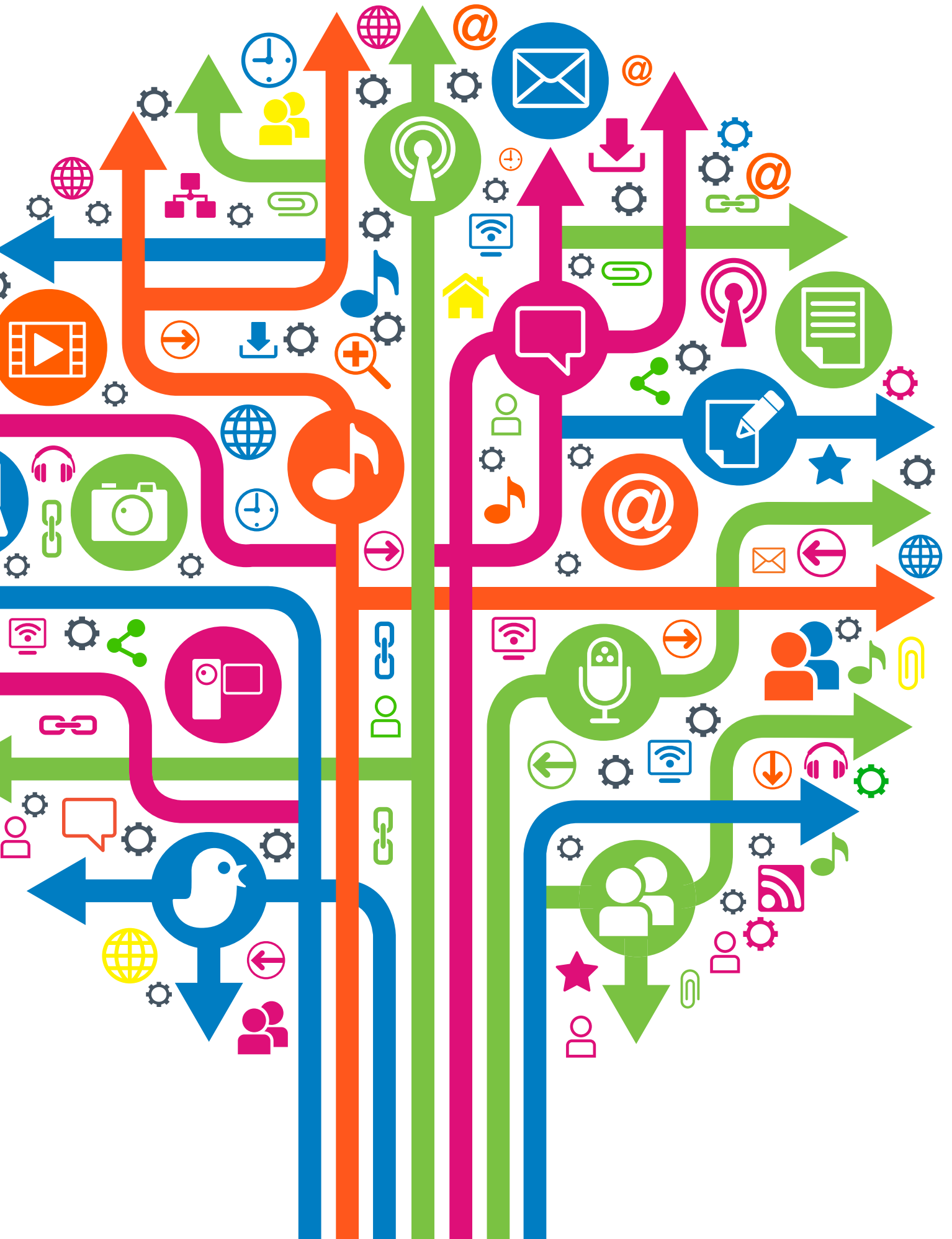
Employment and/or job offers (full or part time) are not allowed. Nor are use of the words “hire” or “employ”, as all persons who join WFG are independent associates.

Choose which social strategy works best for your WFG business.

REMEMBER: THIS IS A BUSINESS AND NEEDS TO BE POSITIONED AS SUCH. IT TAKES TIME, EFFORT, AND DETERMINATION TO SUCCEED! POSITIONING YOUR WFG BUSINESS AS ANYTHING ELSE CHEAPENS THE OPPORTUNITY.

SOCIAL MEDIA DOES NOT TAKE
THE PLACE OF CONDUCTING
BUSINESS FACE-TO-FACE. IT IS AN
EXCELLENT RESOURCE AND TOOL
TO INCREASE AWARENESS,
LEVERAGE YOUR WFG BUSINESS,
AND BUILD SOLID RELATIONSHIPS.







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WFG and WFGIA Headquarters: 11315 Johns Creek Parkway, Johns Creek, GA 30097-1517. Phone: 770.453.9300

TFA Headquarters: 570 Carillon Parkway, St. Petersburg, FL 33716. Phone: 800.322.7161

Canada:

World Financial Group Insurance Agency of Canada Inc. offers life insurance and SEG funds. Headquarters: 5000 Yonge Street, Suite 800, Toronto, ON M2N 7E9. Phone: 416.225.2121. Fax: 416.225.2114

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1 Adapted from "The Social Media Strategist" by Christopher Barger. Copyright 2012

2 For non-registered reps, send questions to wfgadsubmissions@transamerica.com

3 For Canadian associates, all communications must conform to standard policies and procedures.