



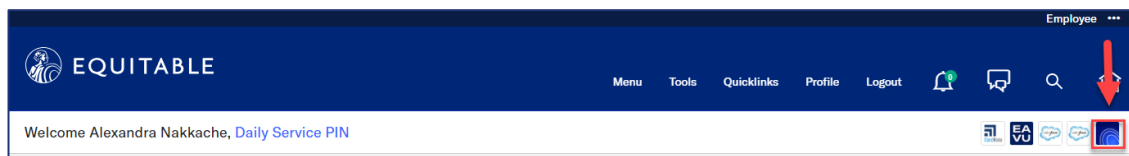
QRC-Custom Content Social Media

Within Equitable Advisors Marketing Suite, you can create custom content to publish to your connected and compliance approved social media accounts. Original content always proves to show more engagement with your social media connections and followers!

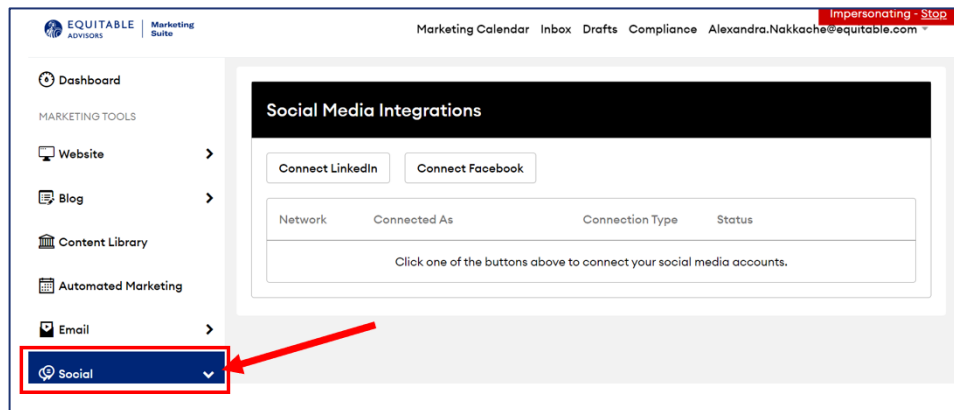
To learn more please follow the steps below.

The compliance review is built into the process. For more information relating to the compliance review, please review last page of this QRC.

- 1.) Login to the **Equitable Company Portal** and launch **Equitable Advisors Marketing Suite**

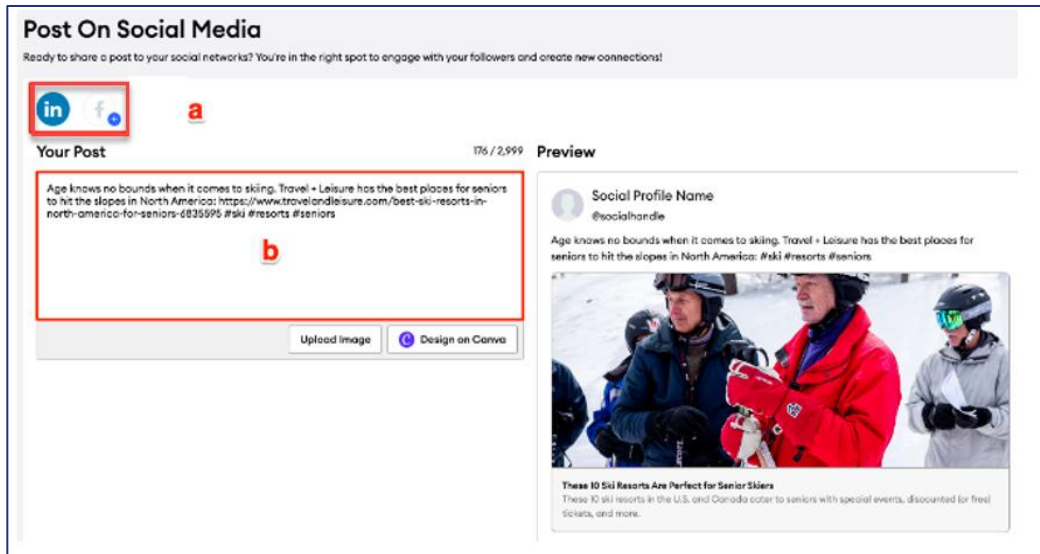
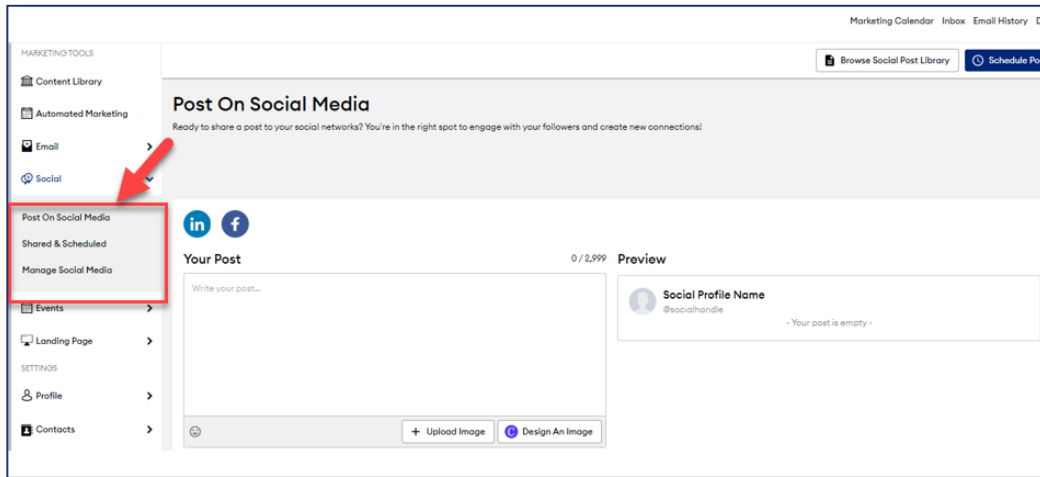


- 2.) Navigate to the **Social** Tab on the Left Toolbar





3.) Select **Post On Social Media**



4.) **a.)** Select the social network account(s) you'd like to post to. You will **highlight** the social network icons to appear in color to indicate which networks you wish to publish to.

Note: The default is both of your social networks (LinkedIn & Facebook) will be highlighted. If you want to choose a specific network e.g. LinkedIn only please only highlight that specific social channel, please see screenshot above.

NOTE: If you have multiple profiles from a single social network integrated (such as an individual LinkedIn Profile and a LinkedIn Company Page (DBA), this content will be posted to all of those profiles.

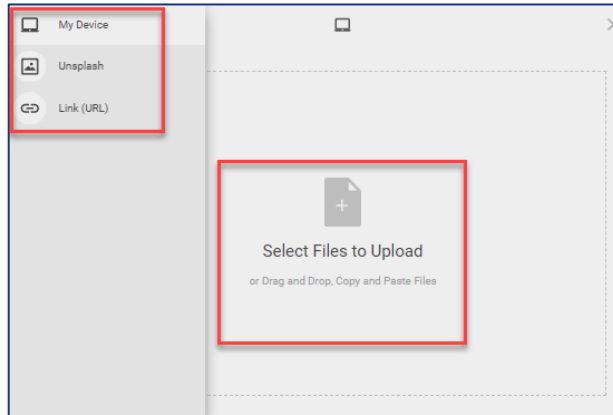
b.) Edit the content of your post. You will compose your message in the text box. You have the option copy and paste one or multiple URL links.

NOTE: As a best practice, ensure that when copying and pasting hyperlinks you include the https:// or http:// before the www. in the hyperlink to ensure your link preview appears in the post.

You can also link to your compliance approved Video. Please refer to the Video template for more details on the approval process.



5.) You also have the ability to **Upload an Image** which includes different options for you to choose your image.



My Device: Your own image. **Note:** Please remember to obtain a sign photo release form prior to publishing photos of non Equitable FPs and employees.

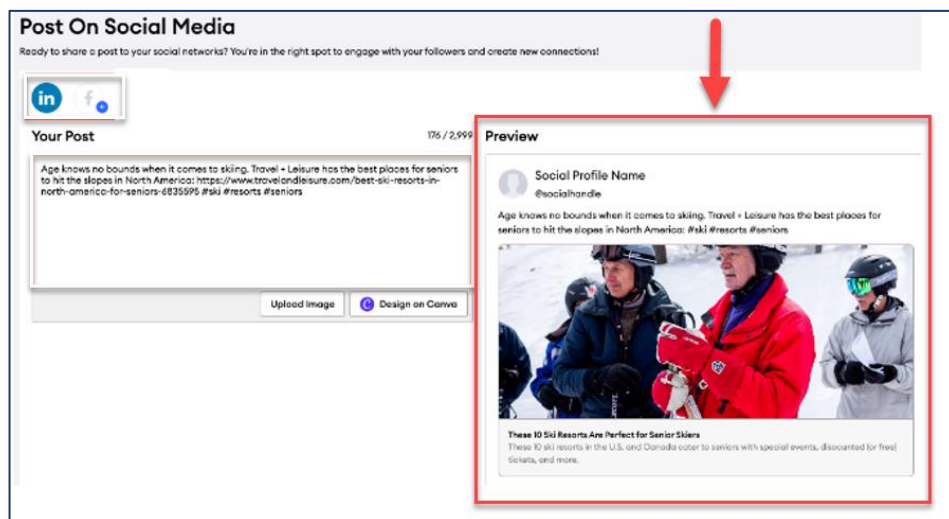
Unsplash: Use Unsplash to search the web for free high-resolution images

Link (URL): Upload an image via a direct URL

If you have a Canva account, you can create custom graphics for your social accounts. You can use the **Canva: Design an Image** feature.

NOTE: The accepted file size is less than 5.00 MB

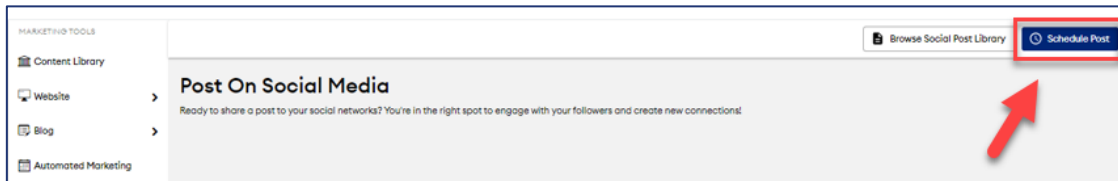
6.) You have the ability to Preview your post before you are ready to publish.



NOTE: In some cases for some links, you will see it pop up in the Preview and then you can remove the link because it is already embedded.



7.) Once you're ready to post to your social media, click "**Schedule Post**".



8.) **Choose Post Date:** Choose when you would like your post to go live.

Choose Your Post Date:

•**Your Post Will Be Shared Right Away:** Your social post will be sent as soon as it's approved by compliance.

•**Schedule A Future Date:** Your post will be shared on the day and time you choose.

9.) **Confirm your details:** Double-check your details to make sure everything looks okay. Click **Post**



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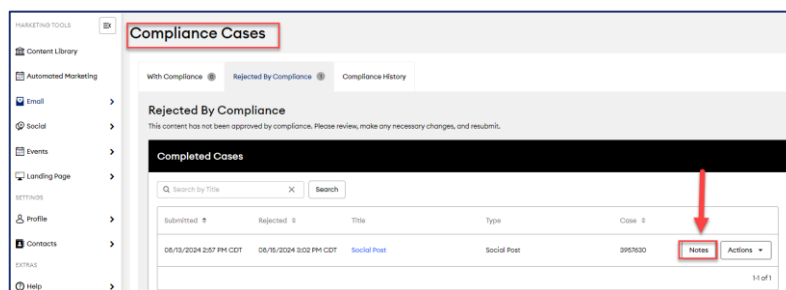
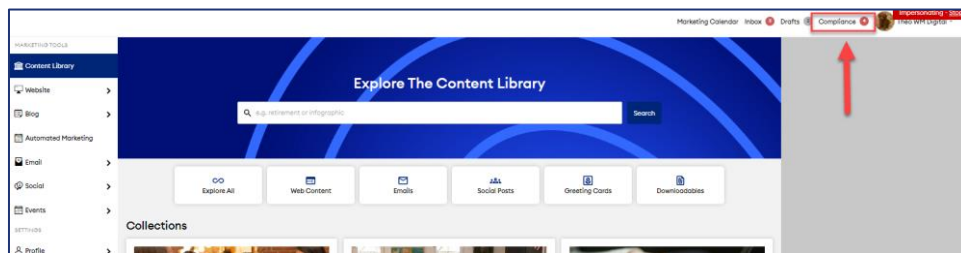
Marketing
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IMPORTANT: The advertising compliance review process is integrated within the platform.

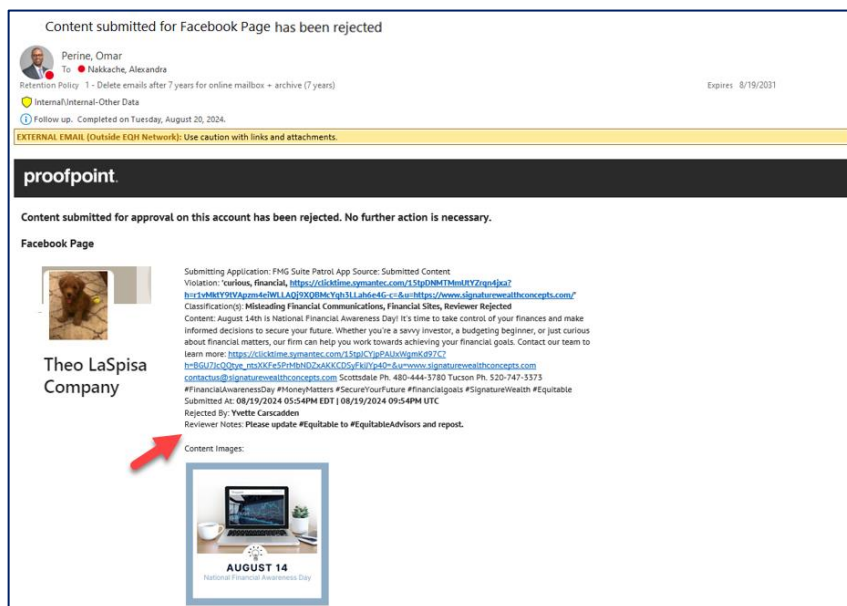
If your post **does not** get flagged for a key word it will be automatically published to your social media accounts.

If your post contains a key word which requires further review and **does** get flagged it will be sent to home office Advertising Compliance to review. This is a very efficient approval process.

If the post is denied or requires modifications, you will see this in the **Notes** section in **Marketing Suite** in the **Compliance** Tab.



Users will also receive an email notification as shown below if post is rejected. If post is rejected, please review see **Reviewer Notes** follow the guidance and republish.





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For a video demo to learn more about the social media content and posting original content please refer to the Marketing Suite Social Media DEMO Video.

READY TO LEARN MORE?

Visit our program microsite: www.equitable.fmgsuite.com
Contact FMG Support: Equitable@fmgsuite.com or (858) 500-5479
Contact MarTech Project Team: AdvisorMartech@Equitable.com