



EQUITABLE



Equitable Advisors Social Media Advertising-Supplemental Guide

Overview

There are numerous ways to advertise on social media. Advertising on social media can be very effective to reach more people, increase your followers, build your connections, target your audience and grow your social media presence! To use some of the ways to advertise on social media you must have a compliance approved LinkedIn profile and/or Facebook Business page. Equitable Advisors Financial Professionals (FPs) and authorized branch personnel who are interested in utilizing social media ADs for business purposes may do so by enrolling in Equitable Advisors Marketing Suite and Proofpoint Patrol.

BUSINESS USE OF ANY NEW FEATURES ON YOUR LINKEDIN PROFILE OR FACEBOOK BUSINESS PAGE ARE PROHIBITED UNTIL EQUITABLE ADVISORS EXPRESSLY APPROVES THE NEW FEATURE.

- **Custom Content**

In Equitable Advisors Marketing Suite you can create custom content. Custom content always proves to show more engagement with your social media connections and followers! Add a photo or a copy and paste a link to create a custom post. The compliance review is built into the process. Just remember to obtain a sign photo release form prior to publishing.

For more information check out the social media resources on EAVU and the **Custom Content Social Media QRC**.

- **Social Media Video**

There has been an enormous increase of videos on social media in recent years. Videos are a fantastic way to engage and increase awareness of your brand with your connections. You will first need to fill out the Video Template and submit to AdTrax for Advertising Compliance (AdC) review and approval. AdC will then review the template script and any accompanying language that will be posted with the video. Once you've received comments back from AdC, you will then record the video, upload and submit the final copy back into AdTrax for final approval. If you record the video prior to AdC review, please keep in mind that any changes will need to be made. Once approved you will be able to use on your compliance approved social media networks as well as company approved website. A Vimeo account is permitted to use once you obtain approval of your compliance approved video. FPs can copy and paste the link from Vimeo (to link the video) to use for creating custom content in Marketing Suite.

NOTE: Comments feature must be disabled in Vimeo.

1-INTERNAL USE ONLY

- **LinkedIn Ad**

Promote your LinkedIn page to targeted audiences to drive awareness to your LinkedIn profile and business. You can target with real, member generated demographic data to reach the right audience: job title, company, industry, seniority, and more. You will need to first fill out the LinkedIn AD template and submit via AdTrax for AdC approval. Once the template is approved you will be able to create the Ad from your compliance approved LinkedIn profile.

- **Boosting Posts via your Facebook Business Page**

The Boost Post button allows you to easily quickly create a Facebook ad using a post you previously posted to your Facebook business page (via the Marketing Suite library or using the Custom Content feature). This ad can appear in different places on Facebook, and you can show it to an audience of people you define. Boosting a post from your Page is a quick and easy way to show your content. Please keep in mind that you cannot modify a post after it's been approved. You can select your post and click Boost Post!

For more information please see attached Boosting Posts via QRC on Facebook.

- **Facebook AD**

Facebook advertisement is very similar to boosting a post but more custom targeting options, ad placement and overall customization for you to select. The process does take longer. You will need to first fill out the Facebook AD Template and submit via AdTrax for advertising compliance approval. Once the template is reviewed you will be able to create the Ad from your compliance approved Facebook Business page and upload the final copy of how exactly it will look to the public.

- **Facebook Events**

The Facebook events feature helps you organize and respond to upcoming events relating to you and your business. A Facebook event can help communicate the event quickly and reach many of your followers in a short time. To get started you will fill out the Facebook Event template and submit via AdTrax for advertising compliance approval. Please keep in mind that you may want to add additional event reminders prior to the event taking place (one week out and then again a day prior) so submit this language as well with the template. Once the template is approved you will be able to create the Facebook Event from your compliance approval Facebook Business Page.

Additional Resources

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