

6 Apps to Power Up Your Social Media Prowess

Social Media for Financial Professionals*

There are many different mobile applications (apps) that can help you maximize your social selling efforts. You can quickly gather information about your clients or prospects and stay in touch with them in or out of the office. Below are a few popular apps that may help you save time. Keep in mind that certain apps may not be available on all mobile platforms.



LinkedIn

Get mobile access to LinkedIn while on-the-go. You can easily stay up to date with your connections, gain insights, and share your expertise. You can also search for and follow people, companies, and groups. It's the power of LinkedIn in your pocket.



Evernote®

Using LinkedIn's database of more than 300 million professionals, Evernote software can automatically create a content-rich note from every business card you scan and then directly connect with the person on LinkedIn. You need an Evernote Premium account (for an additional cost) to use this feature.



Hootsuite

Busy and on the go? Check out this helpful content scheduler app that helps you create, schedule, plan, publish, monitor, and engage with your audience from anywhere anytime. Hootsuite is free for up to 3 social network profiles with additional features and profiles available via their premium subscription.



Canva®

Canva makes design amazingly simple—even if you're not a design expert! Create stunning designs with your photos and videos all from your phone. Keep your logos stored in Canva to quickly brand photos for sharing on social networks.



Hashtag Expert

Hashtags help increase your post's reach with individuals who are actively following that hashtag topic. Use this app to help discover possible hashtags for your posts that help get your content to a larger audience outside your connection circle.



LinkedIn Sales Navigator

Stay up to date with your account and leads with LinkedIn Sales Navigator on your phone, wherever you are. The Sales Navigator mobile app requires a Sales Navigator account, which is a paid LinkedIn subscription for sales professionals.

*In order to sell life insurance, a financial professional must be a properly licensed and appointed life insurance producer.

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To discover more social media tips and guides,
reach out to your Broker General Agency (BGA).



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