

# Introduction to social media

*A guide for retirement plan advisors to help elevate your brand.*

## Social media is connecting advisors to prospects and clients

As more Americans become comfortable with financial planning content on social media, advisors have used it to help grow their practices.

These trends, combined with Americans' concerns about preparing for retirement, should prompt advisors advocating for adoption of lifetime income to incorporate social media as part of their strategy for reaching plan sponsors.

## How you can use it to help grow your practice:

### 1. Engage with clients

Share valuable content, respond to queries and engage in conversations that can deepen client relationships.

### 2. Reach new prospects

Reach potential clients who might be searching for financial advice or information online

### 3. Amplify your brand

Stand out in a crowded field by showcasing your expertise—share insights, experiences and thought leadership content

### 4. Stay informed

Follow industry leaders, participate in discussions and stay updated with financial news and trends to provide informed advice to their clients.

## Know the lingo

Social media has a language of its own. These are some basic terms explained:

- **Post:** a piece of content placed on a social media platform (also, as a verb, “to post”)
- **Engagement:** any type of interaction with content
- **Like:** the most basic form of engagement; typically a thumbs-up
- **Share (or re-post):** extend the reach of someone else's content by sharing with your network
- **# (Hashtag):** used before a word or phrase (with no spaces between words) to create a searchable term
- **@ (at):** precedes the name of a person or organization to notify them of a post
- **Blog:** short, conversational articles on a specific topic; typically part of a series posted chronologically
- **Follower/friend/connection:** a person or organization that has “opted-in” to receive updates from another person or organization
- **Going live:** streaming a live feed on your profile to share real time updates”

79%

of U.S. millennials or Gen Z'ers have gotten financial advice from social media<sup>1</sup>

92%

of financial planners who use social media for business purposes report that it has helped them get new clients<sup>2</sup>

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### Key social media platforms

It is estimated that 70% of the U.S. population uses social media, comprising around 240 million social media accounts.<sup>3</sup> There are many social media platforms, each with distinct characteristics. These are some of the most popular sites along with a snapshot of how an advisor could use them.



**Facebook:**  
*Wide appeal*

- The most widely used social media platform, Facebook enables individuals and businesses to connect on a broad scale.
- Advisors can reach a wide range of demographics, including Gen X'ers who use Facebook more than other social media platforms<sup>4</sup>.



**X (formerly Twitter):**  
*News and networking*

- X users stay updated on news and events, connect with friends and follow influencers and celebrities.
- Advisors can share quick insights, provide links to longer content or comment on industry trends to keep followers informed.



**Instagram:**  
*Visual storytelling*

- Instagram is ideal for sharing visual content that can help humanize a company's brand.
- Advisors can provide a behind-the-scenes glimpse into their work, share client success stories or discuss complex topics in a visually appealing way.



**LinkedIn:**  
*Where the pros go*

- A professional branding tool, LinkedIn profiles showcase users' expertise, achievements and professional journey.
- Advisors can connect with businesses' decision-makers in a professional setting by sponsoring content delivered to their target audience.



**TikTok:**  
*Short videos, big impact*

- The fastest growing social media platform, more companies are seeing the benefits of TikTok's short video format.
- Advisors can create and deliver informative videos that resonate with younger users, such as tips on saving, investing or budgeting.



**Reddit:**  
*Community conversations*

- Reddit provides users with a forum to ask questions and have open conversations about many topics.
- Advisors can use it to keep their fingers on the pulse and get their name out there in an authentic way.

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### Social media doesn't work if you don't engage

Interaction on social media is necessary because it increases your visibility, helps build relationships and fosters a sense of community. Here's how to ensure you get return on investment:

1. **Capitalize on the network effect:** Maximizing your connections with individuals and businesses expands your immediate reach to them and, indirectly, to their contacts.
2. **Make your presence felt:** Sharing relevant and helpful content increases your visibility and strengthens connections.
3. **Be part of the conversation:** Interacting with others' posts by sharing your thoughts shows you are interested in their content. Be sure to respond to comments on your posts to show you value their input.
4. **Keep it steady:** Consistency is key in social media, so post regularly to keep your audience engaged and your content visible.
5. **Stress quality over quantity:** While it's important to post regularly, ensure your posts are relevant and provide value to your audience.
6. **Get smart:** Create short polls or surveys utilizing in platform tools to learn what matters to clients and prospects.
7. **Be professional and in-compliance:** Represent yourself and your firm with a professional tone and always adhere to regulations and privacy rules.

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## Drive activity and interaction

Posts with distinct calls-to-action or value-add benefits can drive engagement and strengthen relationships

### Encourage your connections to:

#### 1. Learn more!

*Provide relevant content from experts by posting:*

- Educational tools and resources pieces and thought leadership
- Market insights
- Industry news

#### 2. Join the conversation!

*Talk about your industry involvement by promoting:*

- Events, webinars and conferences
- Relevant organizations and certifications
- Inviting followers to events

#### 3. Reach out with questions!

*Explain why lifetime income is important you by sharing:*

- What inspires you
- Milestone posts such as work anniversary, promotion, work outings, etc.
- Volunteer activities

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## Set goals and measure progress

Measurement and analytics provide quantitative insights about how posts are performing, where the audience is engaging and areas for improvement.



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### Typical goals and key performance indicators (KPIs)

- **Engagement** measures interactions including likes, shares and comments.
- **Reach** is the number of unique users who see your content.
- **Impressions** is the number of times content is displayed; along with reach, it gives a sense for content's visibility.
- **Increase in followers** can indicate the success of brand awareness efforts.



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### Analytics

- **Built-in tools** included in each social media platform provide data on how your content is performing and can be accessed through your account.
- **Third-party tools** provide more detailed analytics and can track your performance across multiple platforms.



## Check with compliance

As with any form of marketing, advisors need to understand and follow their firm's compliance policies for social media. As social media has become a vital communication channel in the financial services industry, compliance departments have adapted to provide clear guidelines and workable solutions for advisors.

[Visit nuveen.com/LifetimeIncomeInfluencer](https://nuveen.com/LifetimeIncomeInfluencer) to learn more.

### Endnotes

- 1 <https://www.forbes.com/advisor/investing/financial-advisor/adults-financial-advice-social-media/>
- 2 LinkedIn
- 3 Source: DataReportal, February 2024. <https://datareportal.com/reports/digital-2024-united-states-of-america>
- 4 <https://gitnux.org/generation-x-social-media-statistics>

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