

SYMMETRY ADVISOR STRATEGIES

THE SYMMETRY GUIDE TO SOCIAL MEDIA



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INTRODUCTION

Social media is an increasingly important part of many Financial Advisors' growth and client communications strategies.



Almost 50% of investors say social media impacts who they hire as a Financial Advisor.¹ Moreover, 20% are using it as their sole deciding factor. This data should represent something of a sea change for many Financial Advisors—from viewing social media as optional activity to seeing it as a necessity.

Not only is social media a way to enhance brand recognition and interact with clients and prospects—it can also drive traffic to your website and help turn leads into clients! In 2019, **92% of Advisors said social media helped them gain new clients**, with an average asset gain of approximately \$1.4M (\$500,000 median).²

Many Advisors who have ventured into social media believe that success depends on the content that they generate. While good content is important, without a defined social media strategy, adapted for each of the major platforms, your results will invariably fall short of expectations.

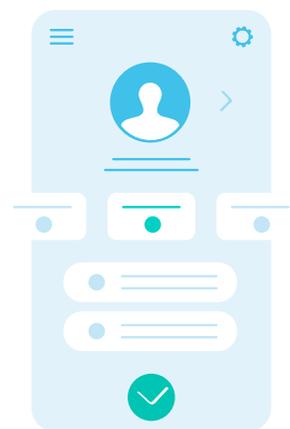
This Guide is designed to help you make the most of the major social media platforms—LinkedIn, Facebook, YouTube, and Instagram—as well as provide some useful general guidance.

Let's get started!

SET UP YOUR ACCOUNT

Here's a few key points to keep in mind:

- **Pick a recognizable username**
This will ensure that new and existing clients can find and follow you.
- **Choose an up-to-date headshot**
Your photo should convey the right image for your brand. And it should be one used on your website and other social media accounts to be consistent. Don't have one or need a new one? [Here are some tips that can help.](#)
- **Don't ignore your bio**
Be sure to say who you are and what you do. Also, use the link in your bio to highlight your website, blog, or other service offerings.



SOCIAL MEDIA BETTER PRACTICES

1. Create a business page separate from your personal profile

Creating a business page, particularly on Facebook, YouTube, and LinkedIn, helps ensure that your personal profile on any social media platform isn't the first thing prospective clients come across. It also allows you to showcase your business and your expertise and increase your search presence on Google. It's important that your business page match the branding and messaging of your website and other web properties. Consistency is an important element of successful branding—and earning trust. Also, be sure to add a link to your website on your social media page so that prospects and clients can easily find you.

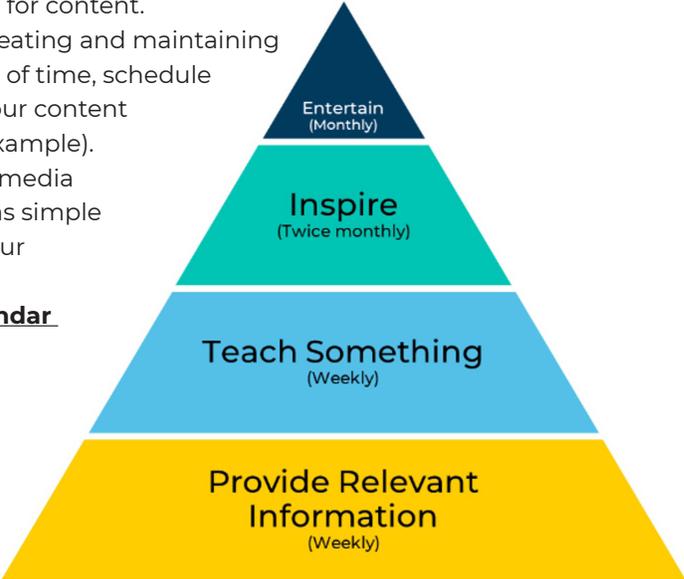
2. Define your target audience

With so many people actively using social media platforms, your firm could be seen by millions. But most will not be a good fit for your business. It's important to know your target audience when setting up your business page, especially if you will be using paid advertising on the platform. You should draw from your other marketing initiatives to keep your strategy consistent. If you haven't defined your ideal/target client profile, our **Growth Guide** can help you begin this process. Keep this profile in mind whenever you're crafting posts or other content. You should tailor your messaging to your audience and ensure the information and resources you are providing are valuable to them.

3. Create a content calendar

It is easy to find yourself in a last-minute scramble for content. But this trap is avoidable with a little planning. Creating and maintaining a content calendar allows you to plan posts ahead of time, schedule multiple posts across platforms, and make sure your content is timely (posting about taxes in March/April, for example). Whether you use an excel spreadsheet or a social media planning software, your content calendar can be as simple or as intricate as you want or need it to be to fit your business. HubSpot, an industry leader in inbound marketing software, offers a **complimentary calendar template** and guidance on how to use it.

You will want to be sure to post different types of content, and include personal and inspiring content at least monthly. You can use the below content pyramid for a basic idea of how to structure content each month.



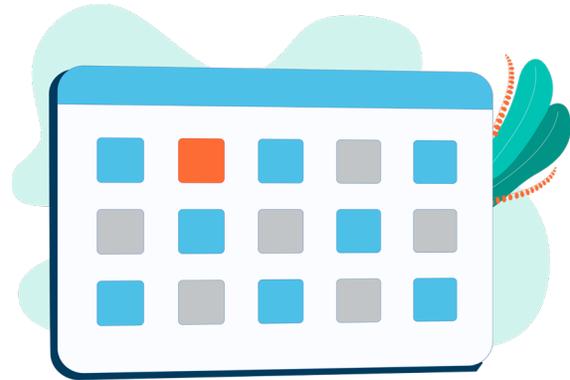
4. Connect and engage with clients and prospects

Social media is not just about prospecting. It can also be a great tool for staying connected with current clients.

You can interact by liking clients' posts and commenting on them. Note significant events/info in your CRM to discuss at future meetings. Also look at the social media of prospective clients and put relevant info into your CRM.

Consider using direct messaging to answer questions that both your current and prospective clients may have. **94% of Advisors are seeing success using direct messaging** on social media platforms, such as Facebook Messenger.³

If you do choose to keep the Messenger application functional on your page, make sure you are consistent in replying to messages. You don't want people reaching out and getting no answer or a reply 2 days later.



5. Use Video

Videos are quickly becoming an important part of many businesses' overall marketing strategies, including social media. **More than 4 billion video views take place on Facebook every day!**⁴

YouTube videos are a great way to capitalize on the potential of social media and they are often the most interacted with type of social media posting.

Creating more "timeless" videos can help you with your content calendar. You can share them, and reshare them, regularly across platforms. Timeless videos are the content that can keep on giving.

Each social media platform has nuances that are important to understand if you are going to use the platform successfully. Posting exactly the same content across all platforms can mean compromising its effectiveness...or missing opportunities. The most successful Advisors on social media understand the right messaging, audience, and strategy for each platform they use.



LINKEDIN

Not only is LinkedIn the #2 way the affluent research Financial Advisors (after Google), but it is also the #1 social media platform for Advisors.⁵ LinkedIn now has more than 775 million users in 200+ countries around the world, making it a powerful way to grow your advisory business via sourcing prospective clients and leveraging introductions from your connections.

With all this in mind, here are seven tips that will help you make the most of LinkedIn:

1. Connect Widely

Just 338 LinkedIn connections can link you to 5,942,811+ people. So be sure to connect to all your clients, their COIs, your friends, acquaintances, and relevant groups. Read through their profiles and note their organizations, shared connections, hobbies, interests, groups, etc. And put this info in your CRM.

2. Ask for Introductions

Understand who your connections know and create "introduction" lists to potential prospects and COIs. While only 15% of financial professionals have asked a LinkedIn contact to make an introduction, 47% of the affluent say they would be happy to facilitate an introduction.⁵ And messaging prospects (especially when warmed up by an intro) can be an effective tactic. 92% of Advisors using messaging on LinkedIn gained assets last year.⁷

3. Get your profile right

Weak summaries can hamper the effectiveness of your LinkedIn profile. Be sure to include Financial Advisor (or wealth manager) in your title, so people can search for you more easily. Add any specialties or niche focus to your title as well. For example: *Financial Advisor focused on pre-retirees and business owners*. It is particularly important to have a compelling "About" section. It should be written in the first person and reflect your value proposition and expertise and experience.

4. Make it easy to contact you

In your "Contact Info," include your phone, email, physical address, and website address (you might as well throw in your birthday too). This gives prospective clients more ways to get in touch.

5. COPE (Create Once, Publish Everywhere)

Don't limit great content (such as whitepapers, events, videos, etc.) just to LinkedIn. Publish your content as widely as possible across your digital ecosystem.

6. Identify gatekeepers

If you work with small and mid-size businesses, finding the right gatekeeper is key. If you offer retirement plans, connections to companies' HR team could be useful. Again, leverage who you know to source potential introductions. I did a search of my LinkedIn contacts for anyone in HR.

Turns out I am connected to 16 HR professionals nationwide. But I know 5491 HR professionals at a second level. In other words, my direct connections could potentially provide me with a warm intro to 5491 HR professionals around the country.

7. Do a daily LinkedIn drill

Spend ten minutes every day looking at the following items:

- **News Feed**
Scan for posts by connections and influencers and follow up as needed.
- **My Network**
Accept (or ignore) requests to connect. Use "People You May Know" feature to add new contacts.
- **Notifications**
Monitor job changes (rollover opportunity), birthdays, and other life events and follow-up as needed, including commenting on LinkedIn.
- **Meeting Preparation**
If you have upcoming meetings with clients and prospects, look at their profiles. Note any changes. Make sure you have key info in your CRM.





YOUTUBE

Over the course of the past few years, digital forms of communication have transitioned from being preferable to being essential. As the world's most popular platform for video content, YouTube offers significant potential for Financial Advisors to generate leads, educate clients, and grow their businesses. It takes work to get it right, and you won't see results overnight, but it is a platform that Advisors—increasingly—cannot afford to ignore.



1. Video marketing can be a strong lead generation tool

According to a survey conducted by [Optinmonster](#), a lead generation and marketing company, businesses that integrate videos into their marketing strategies received 66% more qualified leads per year. Additionally, 93% of marketers said they landed a new customer thanks to videos on social media.⁸ In an industry that leans heavily on referrals for new business, the ability to attract clients online is certainly helpful.

2. Many investors would rather watch a video than read a white paper

As with any marketing piece, context matters. In those instances where clients have specific questions, a thorough (and well-written) white paper is the way to go. But according to a 2021 Marketing Report from [HubSpot](#), four times as many customers would rather watch a video about a product or service than read about it.⁹

3. YouTube is the second most popular search engine in the world

In fact, it's second to only one other search engine, [Google](#) (YouTube's parent company).¹⁰ With **2 billion users**, YouTube has become one of the premier channels to reach clients.¹¹ It should be no surprise that more than half of Advisors now use YouTube for business.¹²

4. YouTube has become a primary source of online education and entertainment for most Advisor's critical demographics

Many Advisors focus on investors in their fifties and sixties. As of 2019, 58% of Americans over 56 use YouTube, and it is the **2nd most used social media platform** (Facebook is 1st) for people 50 years and older.¹³ Clearly, this is where many potential clients are spending significant time.

5. It's simple to create a YouTube video with technology you use every day

Creating a video is only as complicated as you want it to be. For most Financial Advisors, using the webcam that's already in your laptop should be sufficient. The same Zoom software that you've been using to hold meetings since the pandemic started can be used to record original content. You can also use your iPhone (or iPad) if you want to record content while you're out in the world. It's called mobile for a reason. Take your phone and shoot your videos wherever you like.

6. YouTube offers a comprehensive suite of data, so you can see who's watching

YouTube's analytics section provides stunning detail about your audience, how they found your video, and what they choose to do with it. Specifically, you can find the geographic location(s) of your audience, their gender, their age, how long they watched your content, whether they shared your video, where they shared it, how they found your video, and if they chose to "like" it. We can't promise that you'll become a nationally recognized YouTube influencer with millions of views. But you'll be able to ascertain who your audience is and what content they most prefer to engage with.

7. You can make videos to directly address clients' interests

First and foremost, consider creating an overview video about your business and the services you provide. According to a 2019 survey, approximately 48% of viewers want videos to reflect the specific products and services that interest them.¹⁴ In other words, one out of every two viewers would prefer to get a sense of what you offer by watching a video. It's a great opportunity to establish your value for potential customers.

The second type of video you should consider is an "Explainer Video." These "explainers" can serve to both a) establish your investing and planning expertise and b) encourage client engagement via e-mail. Educating clients can, over time, help you retain clients by keeping them abreast of key financial concepts (as well as helping them stay invested during rocky markets).

8. Free hosting for past webinars

If you regularly conduct online webinars, YouTube is a great way to host and distribute recordings to those who could not attend. As we all know, it's rare for a webinar presentation to attract 100% of its registrants. Many clients or potential clients, sign up to get the recording.

9. You can make e-mail campaigns more engaging

According to a recent study, e-mails that include videos enjoyed a 19% open rate increase.¹⁵ Several studies have found that videos in emails can be very useful in helping prospective clients decide to work with you. And per Reason #2, many people prefer to watch a video vs. reading content.





INSTAGRAM

Instagram (which is owned by Facebook) has emerged as an opportunity for Financial Advisors looking for a social media platform where they can stand out. With over a billion users, Instagram ranks as the fourth most popular social network. Meanwhile, Facebook dominates with over 2.8 billion users. But audience size isn't everything.



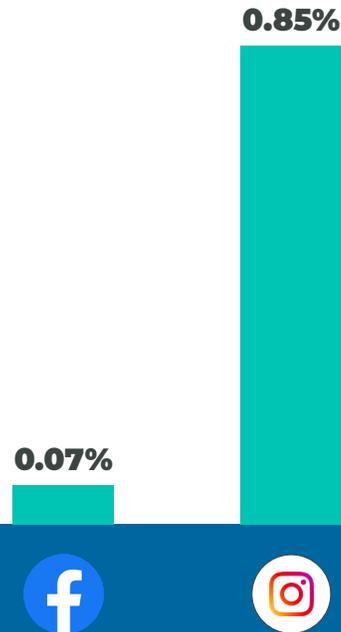
When ranked by user engagement rates for financial services, a different story emerges:

FINANCIAL SERVICES

Engagement Rates (by follower)

Source:

<https://www.rivaliq.com/blog/social-media-industry-benchmark-report/#title-financial-services>



Financial Services posts enjoy a much healthier engagement rate on Instagram (0.85%) compared to the more anemic rate on Facebook (0.07%). Additionally, **63% of adult users check their account daily** and the average user in the US spends about **7 hours per week on the platform**.¹⁶ That's a large, attentive audience to engage with.

Here are 6 tips for getting started marketing on Instagram.

1. Set goals

Before setting up your account ask yourself, “*Why am I using Instagram?*” Are you trying to amplify brand awareness or connect with a new niche audience? You can have several distinct goals but it's essential to know what they are before you begin marketing. A clear goal allows you to define your strategy and measure performance.

2. Switch to a professional account

Instagram business profiles give you access to key tools that will increase the effectiveness of your marketing efforts and improve searchability. With a business profile you gain the ability to:

- Add an industry for your business
- Add your office address
- Add a dedicated contact button to your profile
- View account analytics
- Run paid ads
- Schedule your posts

Unfortunately, there is no way to default to a business profile during the initial setup process. However, making the switch couldn't be easier. **Simply follow these steps.**

3. Keep your branding consistent

The adage that a picture is worth a thousand words is particularly true on Instagram. Fortunately, you don't have to be a graphic designer to create beautiful imagery. There are a variety of online services that make image creation easy. Apps such as **Canva** provide a large selection of templates that allow you to add your logo, brand colors, and copy.

But the need for consistency goes beyond graphics and extends to photos. For photos, make sure the subject is clear and well lit. If you apply filters, be consistent in your selections across posts. This consistency will make your feed feel professional, cohesive, and thoughtful.

4. Don't ignore Instagram Stories

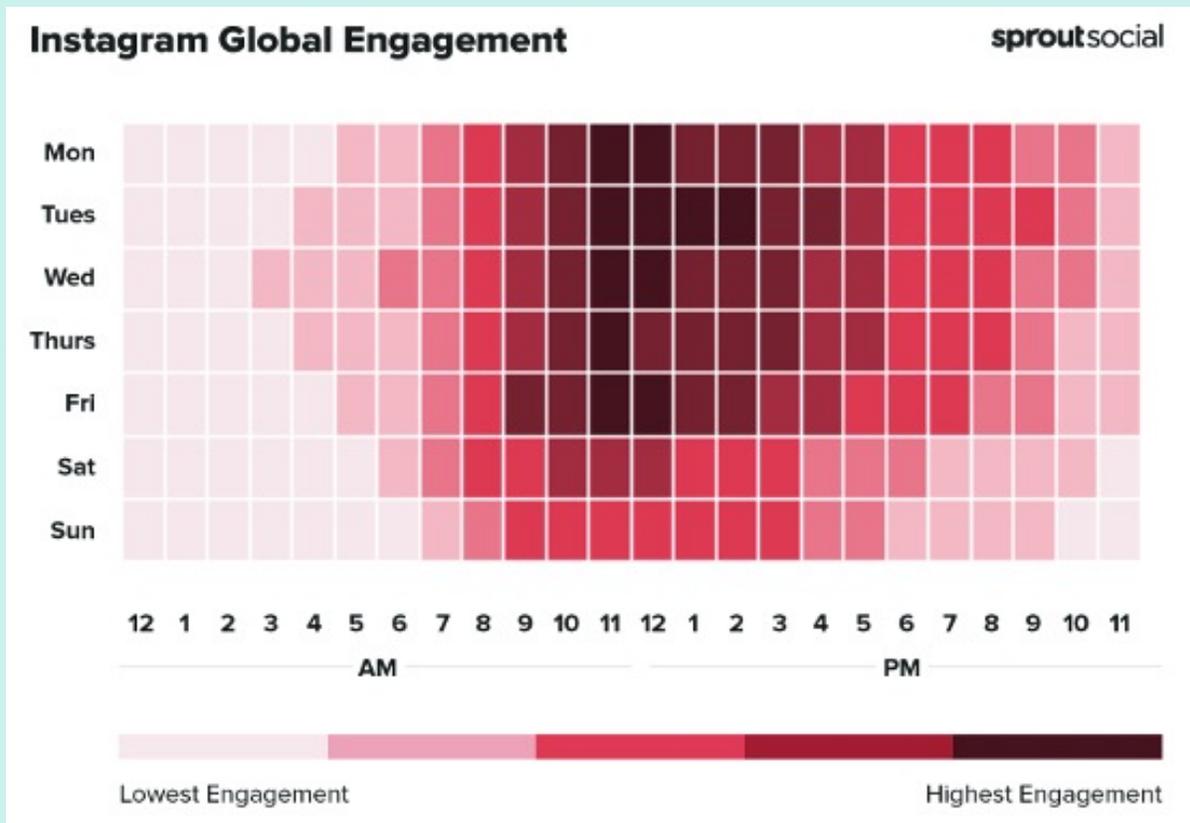
What are Stories? They're a separate feed of short-form video content that disappear after 24 hours. You do have the option to save a Story to your profile as a highlight or add interactive elements like polls.

Stories skip the line on users' feeds, making them the first content seen. Since they're always first in the feed, they drive higher engagement and can get more eyes on your profile. **Over 500+ million use the format daily**¹⁷ and **1/3 of the most viewed stories come from brands**.¹⁸ That's a lot of opportunity to connect with prospects.



5. Post at the right times

A great piece of content is only valuable if it's seen and acted upon by your audience. Increase your chances by posting at times shown to result in greater engagement. As the chart below shows, the best day to post is Tuesday between 11AM - 2PM. More broadly, weekdays at 11AM could also lead to better engagement.



Source: <https://sproutsocial.com/insights/instagram-stats/>

6. Use hashtags strategically

Hashtags are a great way to increase the visibility and engagement of your posts (#obvious). In fact, a post with at least one Instagram hashtag **averages 12.6% more engagement** than posts without a hashtag.¹⁹

So be sure to use hashtags relevant to your industry or subject matter.

While there is no hard rule, **most posts commonly use 1-3 hashtags per post.**²⁰ This can differ per industry, so do some testing to see what works best for you.



FACEBOOK

Facebook has quickly become the world's most popular social media platform, with over 2.89 billion monthly active users.²¹ As a Financial Advisor, this means there are many opportunities for you to get in front of and interact with prospective clients and current clients.



1. Be there or beware

While it is very important to get your business page up and running, it is equally important to interact, comment, and post valuable insights and educational content on your page. When prospects visit your business Facebook page, you want them to see the value you can provide. Conversely, if you are adding value or sharing tired, canned content...you may not be creating the best impressions about your business.

2. Get trained

Many of us use Facebook personally so we feel that we know and understand the platform. However, Facebook for businesses requires more expertise in order to be successful.

There are a number of ways to get trained, including through Facebook directly. Their business platform offers resources you can use to learn how to use the platform to the fullest and accomplish your goals.

Online courses, videos, and blogs can also help. Whatever your means of getting trained, just be sure to do it, so you don't spin your wheels trying to get up and running!

3. Content is gold

When you create a piece of content that is both educational and relevant to your target audience, you can use Facebook to get it in front of the right people at scale.

Imagine that you have created a guide to retirement planning for tech company executives. You can then create a post, boost it, or pay for an ad to get that content out to more than just your followers. You can create a Facebook Ad highlighting your content that shows to your target audience. You set the budget and the parameters in the Facebook Ad dashboard. It is a simple process that walks you through each step to getting your ad live. And it gets your content out to an even more targeted audience.

You will also want to share this content across multiple platforms to increase the likelihood that it will be seen and even seen multiple times.

4. Get personal....authentically

Just because your Facebook business page is separate from your personal page doesn't mean you have to keep it all business.

Just keep in mind the 80/20 rule. Have 80% of your content be business and education focused. But it's great to show a little of your company and culture to followers and prospects via 20% of your content that is personal, fun, and less directly business-focused. This can be highlighting new employees in your office, showcasing your office pet, or celebrating "National SOMETHING" day! This is just another way to engage your audience.

5. Highlight events at scale

Once you've decided to put on a webinar or in-person event, your challenge is filling seats.

You can create an event on Facebook to market to your connections as well as via retargeting ads to your target audience.

You can also use Facebook to promote the event in a number of creative ways. You can highlight speakers, photos from previous events, and the content that will be featured. It's a great way to start highlighting the event early and often to generate interest.

These tips will put you on solid footing as you begin your journey in social media. But remember social media is ever evolving and what works today may not work tomorrow. Continue to educate yourself as the space continues to evolve.



¹ <https://www.fa-mag.com/news/more-investors-are-vetting-their-financial-advisors-on-social-media-62762.html>

² Putnam Social Advisor Survey (2019)

³ Ibid.

⁴ <https://99firms.com/blog/facebook-video-statistics/#gref>

⁵ Putnam Social Advisor Survey, 2020

⁶ Oechsli, 2019

⁷ Putnam Social Advisor Survey, 2020

⁸ www.oberlo.com/blog/video-marketing-statistics

⁹ www.hubspot.com/marketing-statistics

¹⁰ www.forbes.com/sites/forbesagencycouncil/2017/05/15/are-you-maximizing-the-use-of-video-in-your-content-marketing-strategy/?sh=47a76f503584

¹¹ <https://blog.hootsuite.com/youtube-stats-marketers/>

¹² Putnam Social Advisor Survey, 2020

¹³ <https://blog.twentyoverten.com/a-financial-advisors-guide-to-youtube/>

¹⁴ <https://www.pitneybowes.com/content/dam/pitneybowes/us/en/campaign-pages/cmo-council-report/critical-channels-pb-report-full-data-final-w-commentary.pdf>

¹⁵ Gillespie, C. (2020, September 14). Video Email Marketing: Use Video to Boost Sends. Vidyard.

<https://www.vidyard.com/blog/video-email-marketing/#use-the-word-'video'-in-the-subject-line.4/22/21>

¹⁶ <https://www.pewresearch.org/fact-tank/2021/10/07/7-facts-about-americans-and-instagram/>

¹⁷ <https://business.instagram.com/a/stories>

¹⁸ <https://embedsocial.com/blog/instagram-stories-analytics/>

¹⁹ <https://www.omnicoreagency.com/instagram-statistics/>

²⁰ <https://www.statista.com/statistics/951957/number-of-hashtags-used-on-posts-instagram/>

²¹ Statista.com

Social Icons:

<https://www.vecteezy.com/vector-art/2006840-social-media-logo-collection-free-vector-design-editable-resizable-eps-10>



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