

# Harness the power of Hootsuite to help grow your business: April 12, 2023



## **Rachael Luby:**

All right. Hello, everyone. It is 1:00 o'clock Eastern Time. So we are going to get started here. So I know again some of you are just rolling in, but welcome. And thank you all for joining us today.

We're going to recording this call, so stay tuned – later this month we'll be sending out a newsletter from field marketing, so you'll be able to get access to this recording.

So again, thank you for joining us. My name is Rachael and I work on the field marketing team here at Canada Life and we're really excited to have you all here today for the Hootsuite launch party and refresher.

Whether you're currently active on Hootsuite or you're looking for a refresher, we'll show you how to be a little bit more active on the tool. There's lots to learn at today's session.

I think what you're also going to notice too. Sorry. Let me take a step back, there's an exciting prize to win, so keep your eye open for that. And stay tuned for more information on that throughout the call.

I think you're all going to quickly see the value in being active on social media. In fact, about 78% of businesses that use social selling outperform those that don't. So really fun fact to share with you, right at the start.

So we're going to jump right in. But before I do, I'll turn it over to our partners at Hootsuite. Just a quick housekeeping note, if you have any questions as we go, please pop them into the chat. I know there's a Q&A feature as well, but we're just going to use the chat feature. So people from our team are going to help with that.

Don't be shy. Definitely feel free to use that chat as we go.

And with that, I want to introduce my colleague Ben Cathers from Hootsuite. Ben is the global principle solutions consultant at Hootsuite. Ben has nearly 20 years of experience in social and strategic solution development. He has been working with Hootsuite's largest government in financial service clients over the past 10 years to help with digital transformation and enterprise level social media management.

Ben was the former head of social media for NYC-based Lightspeed Financial and holds a bachelor's degree from the Questrom School of Business at Boston University. So I'm going to turn it over to you, Ben, to get started. Thank you.

## **Ben Cathers:**

And let's get started with our launch party today.

I really appreciate that introduction. My name is Ben Cathers. I'm based in New York City. I had the pleasure of working with Canada Life for the last several years and we've got a really action-packed agenda today. We're going to talk all about what Amplify is, and what's in it for you, the value of social media selling, how we're able to do that and we'll talk about getting started. So, how you can get your account set up, activity and then we're going to have a live demonstration. We're going to talk through first in the slides how to be able to use the platform and then we're going to dive live today into Hootsuite. We're going to show you how you'll be able to use the Hootsuite platform on both your desktop and your mobile

device and all the great ways that you're going to be able to personalize, schedule, create amazing social media content and most importantly, be able to talk and engage with your prospects, your clients and everybody on social media.

So Rachael kind of announced in there, but we do have a raffle announcement. So we ask that you follow along as we walk through it and how to get started.

Anybody who attends today's session and shares a social post by the end of the day will be entered into a draw, and today that prize will be a \$100 e-gift card to one lucky winner. So very excited for that. So please stay, pay attention. Stay tuned and share our social media posts. And you can have a great opportunity to win.

So what is Amplify? What is this product that I keep talking about? Why are we here? What is what's so exciting about this?

So ultimately, Hootsuite Amplify is a brand advocacy and social selling application. It is both a mobile application as well as a desktop application. And what it does is it helps extend a company's reach. So it helps extend Canada Life's social reach by giving employees pre approved social media content that you're able to share to your own networks. That's compliance approved, brand approved. And most importantly, you will know it's safe for you to be able to post to your social media channels.

So first, we're going to start with a quick poll, actually. And so you can either scan the QR code or please feel free to go to [slido.com](https://www.slido.com) and type in 2675235. And we're going to have three of these little polls. So please, I would love for you to load that up. You could even do it on your mobile or your desktop. But what we would love to know is **how could starting a conversation on social help contribute to your personal success?**

So alright, so a couple people are typing. Please don't be too shy. Garnering interest in your brand and work. Absolutely. That's very big usage of use case on social help. Prequalify clients. Yes, be able to see the type of content that they're engaging with. Be able to see their level of interest. Extend my reach. I love that. That's the power of posting on social regularly. Extending that reach becoming a thought leader in my community. Visibility, yes, I love the exclamation points there and build a customer pipeline. Absolutely. Make people aware of you. Yes, by being able to post that great content, validate your credibility, building a personal brand. Yep, I love it. You can see here clients is a very big theme. We can see that brand's reputation is big one. Building awareness. Those are all key. I'm loving these responses so far because these are all very important reasons to be on social media.

Relatively cheap marketing. Yep. As long as you're using the Amplify application, you don't have to really pay or do anything out there, nice, about our brand and importance. What we can do, absolutely engagement, yes. And build the brand. Yes. I love seeing build the brand. Thank you everybody who participated on there. It's like everybody put in there once we got a couple more. But building your brand is so important. We're going to talk all about that. But you're going to be able to help differentiate yourself amongst your competition. You're going to be able to help show your expertise in the space. And yes, differentiate. I love that one. Whoever said that, thumbs up to you, differentiate yourself from other advisors who quite frankly shouldn't be in the industry.

Yes, social media is the perfect way for you to be able to show your expertise and show why the people should be working with you. So thank you so much. We're going to have more slideo, polls coming up. Thank you. Yes. And show you are. Thank you. Love that one. So thanks everybody who participated there.

And so I kind of loved. I loved those responses because when it comes into what's in it for me, ultimately the key is improving your social media presence, improving your presence on LinkedIn, on Facebook, on Twitter, even Instagram, and growing your personal brand. I work with clients all over the globe that do social selling. Everybody that has created content, I'd say about 80 to 90% of The people that we have served that have created content on a regular basis have generated at least two to three leads on social media. Many generate multiple a month, and that's because you're growing your personal brand in a large, dynamic way.

There will be in the entire Amplify program, a consistent library of relevant content that's going to drive thought leadership about yourself, thought leadership about your industry, thought leadership about Canada Life and why it's a great place to work.

It's going to be all about time saving so you can share pre-approved content quickly. The big thing is here I sort of hear people commenting is that this is relatively cheap or free and yes, it is free to participate in these channels. But the key is that you're going to be able to do this quickly and not spend time trying to figure out great content to post; that's going to be all made available to you.

And my favorite one right here, **73% of all salespeople who incorporate social media into their process outperform their colleagues.** We are all here to generate success and results, and it has been proven that incorporating social media makes you a more successive successful salesperson.

And this is really the big one right here. And the stats, something that's like 70% higher engagement rate, but potential clients are more likely to engage with an individual over a brand on social. That means they're more likely to like a post, comment on a post, share a post, engage with it if it was from an individual, versus if it was from a company. And there's a lot of great reasons why we have to have our company accounts on social, but people are looking ultimately to interact with other individuals and they want to see financial content from individuals that they can have a better personal connection with.

And so ultimately, what does amplify allow you to do? Amplify allows you to share pre approved content directly to your connected social networks from an easy to use application. You will be able to then see how much content you're sharing – and I'm gonna talk all about the best practices for content sharing guidelines – but most importantly, how it's performing. And you're also going to be able to stay atop on top of company announcements and news and other information that's being pushed into the Amplify application.

Unfortunately, we're having a little bit of an issue with this slide. So unfortunately I will be able to ask, but feel free to put it in the chat. Would love to just you know the kind of content that you do want to share, please feel free to post in the chat, be very helpful to us, but **would love to know ultimately the type of content that you want to share to a social network.** And that could be everything from company news, personal updates, awards, charity work, different types of DEI initiatives, but would love to know, please feel free to put in the chat. Just some of the type of social media content that you'd want to share to your channels.

And the great thing is, is that as you tell us, the type of content that you're going to want to share all of those different contents where it's personal content DEI, corporate charity, holiday content, et cetera, that will all be different types of content and themes that will be made available to you in the program.

And so with that, we're really excited to get you into the program. You might be asking yourself, so how do we actually get started?

If you haven't got started yet with Amplify, it is a welcome e-mail that will let you know that you've been invited to the program with the setup instructions. From there, you're going to be able to connect your social networks. From there, you'll be asked to subscribe to topics. Topics are the different ways that you're going to be able to curate your content and your feed of your activity, and you'll be able to make sure that it's only the content that's most relevant to you, that you'll be able to share. And it will just be a few taps on your phone or just a few clicks on your desktop, and you'll be able to share that great social media content.

So this is what that welcome to amplify e-mail looks like. You should be looking for it. Something that says you've been invited to join Hootsuite, Amplify. And you should have received this by now. It gives you a quick introduction that says you've been invited. You'll be able to share that content, improve your social space, and you're going to want to click the Get Started button. Depending on if you click it from your desktop or your phone, you will have different experiences when you press Get Started.

So what does that experience like sending it up on the desktop? If you click the get started button on the Amplify desktop, you'll be redirected to a page where you can go and create your password. You have to choose the password that's at least 8 characters, with one uppercase character and one lowercase character. And that's very easy. Again, you just need to click the Get Started link in your e-mail to take you right to this page.

Once you have created that username and password, you simply go to [amplify.hootsuite.com](https://amplify.hootsuite.com). The e-mail address you will use will be your corporate e-mail address, and the password you just created when using that get started e-mail.

Next, you will be asked to select your topics. You can see here each of these will show you the ones you can click on to subscribe or not subscribe. And that will show you the content topics that are available. When you click on that, that ensures that that content will now be made available to you in your main amplified content feed. If you don't want that content in your content feed, no problem. You simply click on that button and that will remove you from that topic. And that content will not be in your feed.

This is really mission critical because as you determine the type of content that's most important for you to share, you're going to want to make sure that your feed is the most relevant to you so you're spending the right optimized time on Amplify, optimizing your overall social media content experience.

Once you choose those topics, you'll be able to connect your social networks. Simply click on the social network button for each, so you click on Facebook, LinkedIn, Twitter and Instagram, and that's how you'll be able to get them added. You will be required to sign into those networks so it is important to have your username and password available for each of those different social networks.

And the way you can access this or manage your social networks at any time is on the bottom left of your Amplify screen. There's a Manage social accounts button that will allow you to add or remove your social media accounts for the program.

And that's it. Once you choose your topics, once your social networks have been added, you're going to be able to easily press the Share button – and we'll show you a full live demonstration of what this looks like – and you're easily able to share it to your social media accounts.

Let's talk about what this means. If we were to sign up using Amplify Mobile.

You'll get that welcome e-mail, and then you're gonna be prompted to download the Hootsuite mobile app. The mobile application is available on the App Store for both iPhone and iPad, and it's also available on the Google Play Store, so it's also available for Android. So you'll be able to download to the operating system that matters the most to you.

Once you click on Get started, you'll be redirected to the Hootsuite app where, similar to the desktop, you'll be asked to create a password. That password will have to have at least 8 characters and be 1 uppercase and one lowercase character. Next, You'll be prompted to log in very simply on the application you put in your e-mail address. For your e-mail address, you'll put in your Canada life corporate e-mail and your password, and that will log you in to the Hootsuite mobile app.

And just like on the desktop, you'll be able to authenticate your networks. Please note you only need to authenticate your social networks one time, so if you've already added your Twitter, Facebook, Instagram, and LinkedIn accounts on the desktop, you are not required to do that on mobile. So once they've been authenticated and added, you'll be able to use desktop or mobile interchangeably.

Again, very similar to desktop, you'll have to click to connect Twitter, connect Facebook. You'll need to have your login credentials handy and that will you'll be then giving access to Hootsuite to be able to post to your those social channels on your behalf.

Then this is what your sign up will look like. It will ask for your username and password for your different accounts. Each network you'll have to add that in and then it'll be authenticated and good to go on the Amplify program.

After you add that first social networks, you click on Twitter, for example, then it'll prompt you back here and you'll be able to add Facebook, Instagram and LinkedIn, and you'll be able to add your different networks. And then once done, simply press Next and you'll be able to proceed to the next level.

You'll be in. You'll be able to see the social networks that you have added to the platform and you will not be required to add anymore from there.

So, let's talk about how this actually looks in person. We showed you how to get it set up. We've talked theoretically about how to share, but what does this actually look like? We're gonna walk through some slides first and then we're gonna show you a live demonstration of how you'll be able to share social media content on Amplify.

The first question that is important and I wanna show this right away is if you might be asking the question, **why can't I share to certain networks?**

The administrators of the of the Canada Life Amplify program have the ability to restrict which social network a post should go out to. So they might determine that a post might not be appropriate for Facebook. Or it might not have an image, so it can't go on Instagram. It might be too long for Twitter. But you'll see that when you're trying to share a post, if it's greyed out, that means you cannot share the post to that network. If it's not greyed out, you'll be able to easily share it to that channel. So that's just an important part that not every post is designed for every social media channel, and that's just following best practices on social media content.

This is a very, very important one. When you're on the desktop.

If you go to My profile, then if you click on Account settings and Preferences and billing, you'll be able to set up an auto schedule limit.

I highly recommend using this feature. You'll be able to choose how many times with sweet auto schedules per day. I recommend one, up to two depending on how much you'll share, and you'll be able to choose which day you want poster coming out on as well as you can say OK, I only want my social media content to go up Monday through Friday between 8:00 AM and 7:00 PM.

You'll be able to control that so when you take advantage of the very important and critical auto schedule feature in Hootsuite – which we will show you in full what that looks like – you'll be able to ensure that the right content is going to be going on on the right days, and ensure that you're not filling your content too much on one specific day or time.

On the desktop, we've mentioned finding great content. There are multiple ways.

One, you'll be able to look at the subscribe topics so you'll be able to see the different topics that are made available. Clicking into one, such as Canada Life 175, will then take you to a direct content feed. There, you'll be able to press the Share button, and you will be presented with the social networks that you could publish it to. And very simply, you'll press the Publish button, and it'll either be scheduled for any day or time you choose, or Hootsuite will automatically schedule it for you.

In addition, you can use the Search or Filter buttons to find additional content. So you can search for the content by keyword or filter content to see content you haven't shared yet, content for specific social networks, or content types such as video, photo posts, et cetera.

On posts that we are allowed to personalize, you'll see on either the mobile version, there will be a little Personalize post button. Or on the desktop, there will be a Personalize post button, so right before you schedule it, you'll be able to press, press personalize post and that will allow you to be able to add commentary, add a caption, change the image on a post so that as you take the great content that Canada Life makes available to you, you'll be allowed to then go in and add commentary and thoughts and opinions to that as well, adding your own personality to a social media post.

And when you want to schedule.

You find your content. You'll press the schedule button, and a couple of options come up:

- Custom schedule, which allows you to choose a day or time
- Auto schedule, where Hootsuite will figure out the best time for you
- Share now, and the post will instantly go live to that social network

And when you're thinking about "What day should I be posting content? When should content be going out?" I'm constantly asked by clients what is the best practice cadence and this image to me really illustrates the ideal content planning method.

You want your content going out on a consistent, reliable cadence. Ask yourself: "How often do I feel comfortable going into the Hootsuite application and scheduling content? Am I going to do this once a week? If I do this once a week, am I comfortable sharing two to three posts each time? Do I feel comfortable only logging in a couple times a month? Do I want to try to schedule 2 weeks of content?"

The key is not as much how much content you share, but making sure it's consistent. I really need to overemphasize that. If you go in and fill up your content like this where you've got content every day and people are your identifying and telling people that you're an active social media contributor, and then you go silent for a week, that is not a best practice and that is something that won't help your content with the algorithms.

Instead, if you feel comfortable being able to share a couple times a week, it's better to post Monday, Wednesday, Friday, then take those additional 2 posts. So let's say you have 5 posts here. It's better to spread them out three here, two for the following week and then going back and building that cadence again. Having it where you gonna go with periods of a week without sharing content is not a best practice.

The social network algorithms reward people that post on a regular and consistent basis, but are not overwhelming, and are not sporadic. So if you feel comfortable logging in once a week and finding two or three pieces to share each week, that is a better practice than logging in once a week, filling in a week of content and not coming back for a couple of weeks. That would hurt you in the algorithms in the rankings.

And that's very critical for building awareness. I kept seeing us talk more and more – we want to build awareness, build a personal brand. Well, let's take advantage of the algorithms, fulfill the content in the way that makes them happy. That in turn increases our awareness and our visibility to our social audience, which can be prospects, clients or a combination of both.

One other feature is that you can always suggest a post. So as an advocate, maybe you've got an article. Maybe you've got a cool image that you want to share. On the desktop, you can click on the Suggest a post button. That will send that link or that image to an admin and they'll be able to determine whether or not that's content that should be made available to everybody to post. You can do this on mobile as well. Just very simply click on the little light bulb icon, and you'll be able to suggest the post right there that admins will review and push into Amplify.

And so I just want to really, really, really emphasize this again. **How often and when should we post?**

The most important thing, and this is the part, if you're listening to this session that I really want you to walk away with is: a regular social media cadence is key. Aim for at least two posts per week. Three is great. One per day is optimal as long as you're consistent. So as you feel comfortable using the platform, start posting two to three times a week as you feel more comfortable and you can increase it. But make sure that you get that regular cadence first.

I highly encourage you to engage in one to two conversations a day. You don't have to be commenting on every person's post, but like a post, like a tweet. Let them know, and your name will pop up when you engage with that content. Let your audience know that you're you're engaging with them. Share their post. Let them know that you want to be able to share their expertise with your audience.

And again, just really gotta emphasize consistency and a regular cadence is way more important than frequency.

If you feel comfortable doing this and logging in every day and pushing content every day, fantastic. You are in the top 5%. You are going to be even more successful with social selling and social media. But if you're not, that's fine. Just think about that consistency that you can put in and the big tip I'd like to give is a simple, easy tip. I have this in my in my calendar at Hootsuite. Put a recurring event in that says "Share social media content." Do it a time that you know you're

going to be able to do it; when you're going to be able to put in a focus of 15, 20 minutes. I love when I get that calendar invite once a week that is my reminder to post content on LinkedIn, posted on Twitter and expand and build my brand and audience out there. As well, you are all welcome to find me on the LinkedIn. Add me and you will see some regular great social media content, most of it courtesy of Amplify that's being posted on a regular basis.

And then we've got the **Hootsuite Social Selling Academy**. I'll talk a little bit more about this later and share the link, but you'll be able to get certified on social selling and learn all the best practices. So this is a certification you'll be able to put it on your LinkedIn profile. You'll get a unique identifier. We will share the link in here, but you will be able to go in and become certified in social selling via Hootsuite Academy.

So with that, I'm going to stop talking so we can actually go and show you what this looks like. So let me just get out of my full screen and let's talk about what it means to share content live on Amplify.

So first I've got opened up here the desktop version of Amplify.

At any time, I can click on this left side that change or not and that's where I could see my topics. So if I wanted to look for specific things like leadership or financial education, that's where I can click on the topic and find the content in that field.

I could explore other topics and if I'm interested, I simply press Subscribe, and it'll be added to my feed.

So I go to [amplify.hootsuite.com](https://amplify.hootsuite.com) and close all of my different views. It will tell me how often I've shared so you can see I've not shared any this week. And I can easily search for content in here, sort the content by the newest, oldest, most shared. I can filter the content just by the social networks, so I'm just looking for Twitter content or LinkedIn; if it's an image or video; my share history; whether or not I can personalize it; and which language I want that content to be in.

As I do that, I can find the great content and say "perfect - this is a cool post I want to share. This is a post talking all about how financial well-being is important at Canada Life. I want my audience to know that outside of who I am as an advisor, I want them to be able to know that we also have a very strong work life balance, so I wanna share this post."

I simply click on the Share button, and I will be presented with my social networks that I can share it to. So I can see my Twitter, Facebook, Instagram accounts are right here. So for this post, I'm going to post it for Twitter.

And now a few options are available on certain posts that could be turned on there. Certain posts will not have this. I could click on Personalized post, and that will allow me to put commentary on that post and I can make my changes or edits right in the platform. You will see there is also a grammar check in there that will review your post automatically for grammar and spelling errors.

Or if I'm like, "you know what, this person is great as is." I can simply press Share now, and that post will go instantly live. Or I can press Schedule. And I could either choose the day or time I want that post to go out, or the feature that I highly highly recommend everybody take advantage of is Auto schedule. You simply need to press the Auto schedule button, press Schedule now, and the Hootsuite will determine the optimal time. So you can see there, it's 3:10 p.m. on April 12. My post will go out based on my previous engagement and activity.

You might be saying "How do I find where that post is? How do I know which posts are coming out?"



I simply need to click on this little Planner button, and that will let me see all the posts that are going out. And I can see right there, there's that post that was automatically scheduled for me.

For these purposes I'm going to delete it, but you can see I can click on that post in my calendar. I can edit or delete it. We have deleted it for now, and it's removed from my content planner.

This content planner is very, very important because you'll be able to figure out what days I have social media content, what times I have social media content going out.

This is a fully customizable and flexible view. So I can go in and click on this little gears button. Click on Condensed, and that will show all of the post side by side. Otherwise, I could click on the expanded button and see it broken out by the hour. Whichever works the best for you is how you'll be able to view it.

In addition, this calendar view can also be filtered to your account, so if you just wanted to say "Hey, what are all my post on LinkedIn?" You can click on LinkedIn, see it filtered to that or have it be all of your social profiles.

I can switch and click on this little button right here and switch it to a List view, and see a list view of all my schedule posts. Or I can click on the Month view and see all of the social posts I have scheduled going out for the week or the month.

And again, if I wanna share content, I simply go back to my Amplify button. That's where I'll be able to go in and find all of that great social media content that's been made available to me. The left side allows me to customize it based on topics. And as I look into the feed, I simply press share, choose my social account, personalize it or not, and either press Share now so it goes live or press Schedule and either choose a day or time in here or press Auto schedule and have Hootsuite figure out the best time for me.

In addition, when I'm on the platform, if I want to change the auto schedule permissions as we showed earlier, you simply need to go to My profile, and you're going to click on Account settings, preferences, and billing. From there, going to click on the Auto schedule button. There, you'll be able to determine what days you want content to be auto scheduled for for, how often or want how many posts per day – I recommend one to two – and the time frames right here.

So that's it. To share content, you simply click on the Amplify button, find your post, and simply press Share. Choose your social network and either share it now or schedule. That's how spending 5 to 10 minutes a week will allow you to be able to build a week, two weeks, or even a month of social media content and ensure you're consistent.

And at any time, if you're curious, "Do I have posts going out or not," simply clicking the Planner button will allow you to see all of your previously scheduled posts as well as your post going out in the future.

And this is all the same with the mobile experience as well. So if you want to be able to share your post mobile, I will show you a quick live demonstration of that. We'll just take a quick second to load. But just like on the desktop, all of that content is on the the mobile device.

Simply open up your Hootsuite application. There's that same social media content that was available on the desktop, so there's nothing exclusive on mobile. It's the same as your desktop. You simply go in and you could find your content. You

can search the top left, use your filters or click on Explore topics to figure out your topics. Otherwise, you can go in, find your great content, press share, and then simply choose the social accounts you want that post to go out on.

And similar to the desktop, click Share now so that post goes live now; Auto schedule to determine the right day or time; or Custom schedule for you to choose the specific day or time. It will also tell you whether or not you have posts scheduled that day or not on here. Or again, simply press Share, choose your account, and then press Personalize post and that will allow you to edit the post as well.

Again, that's it. That's all you need to do to start building brand awareness, start telling your story. Just like the desktop, you simply click Planner and you'll be able to see all of your scheduled posts on there. So whether you prefer the desktop or the mobile, Hootsuite is designed to be as easy as possible. Wherever you are, however, you're accessing the content, simply scroll and find that great content. Press your Share button and with just a couple of clicks, you'll schedule a post and with just a couple more clicks you'll schedule another, and before you know it, you'll have a week, two weeks of social media content.

I'm gonna go back to what I said we want to be consistent. We want to ensure that content is going out on a regular cadence. By having all of this pre- approved, brand compliant, safe content out there, you simply go into Amplify, find those great pieces of content and share it to your social channels.

So that's a lot of fun, exciting items on there. I'm going to just open up our slide one more time. And as you can see, we have our Q&A. So this is your time right now. If you have questions, if there are questions in the chat, I can't look at the chat. So if somebody would like to let me know them happy to answer them. Otherwise feel free to post them in the chat now and I'll answer all the questions you have about using Amplify to easily share social media content.

**Rachael Luby:**

Hey, Ben, Rachael here from field marketing. I'll help you out with the chat. Just wanted to say thanks for that great overview. So we do have a couple questions I'm hoping you can give some additional insights to.

So there are a couple of questions about connecting accounts now. It might just be due to the setup that we have with Hootsuite, but some people are asking, "Can I connect my personal Facebook and Instagram accounts?" It's typically, you know, prompting them to connect their business accounts instead. So maybe just a little clarity on the account type.

**Ben Cathers:**

Yeah. I love that question. Yes. So it is very critical that you're doing this for your Facebook business profile, not your personal account as well as your Instagram account needs to be converted – which which you can do on the Instagram site, there's no cost – into a professional account. That is required in order for us to be able to publish to your Instagram and Facebook accounts due to restrictions with Facebook, we are not allowed to publish to personal accounts or personal Instagram handles. So you are required to have a Facebook business page and you are required to convert your Instagram account to a business account in order for us to be able to publish to it.

**Rachael Luby:**

Perfect. Yeah. And I would definitely invite anyone on the call, if you have a specific question like this about certain social media platform, all of these social media platforms do have individual help pages that could help you set up that business

account. And of course, Hootsuite has a great help center as well that answers lots of these questions and details. So great questions there.

Another question similar, Ben, about accounts as well is, **can we add multiple accounts for one social media platform?** So say for instance, someone works at a firm and the company has a social media account like a Facebook page, but then that advisor also has a Facebook page as well. Are they limited to like just one account, or can they connect both of them?

**Ben Cathers:**

Yeah. So great question. As you can see actually when I press Share, I do have multiple of each different networks it there's two Facebook accounts. So yes, you can add multiple ones in there. Just the very important thing is that when you're choosing Twitter, you're only allowed to post to one Twitter account at the same time.

That's not a restriction on others, so if I'm posting the two, if I want to post to two Facebook accounts at the same time, no problem right there. Just if you are doing multiple on the same account, you have to ensure that for Twitter you can only post to one Twitter account at the same time.

**Rachael Luby:**

OK, perfect. Yeah, and I'll, I'll just clarify in another comment that kind of popped up in the chat as well. So, Rhonda, when we're talking about individual accounts, we're still talking about like individual business or professional profiles rather than like a personal Facebook or Instagram page.

Ben was making that differentiation between like if you as an advisor have a Facebook or Instagram page, you know, that's kind of your brand. You own your voice and then, you know, maybe you're part of a firm that again, similar voice, but you can get a little more personal with your followers if you also have your own individual advisor page, if that makes sense.

So let's just see here on, I think that's all we have for questions. We've been jumping on the chat as well and we'll try and keep up with any other questions that come up. Just wanna thank you again, Ben for the time and I really appreciate you walk through all that.

Perfect. OK, so I am just going to get to wrapping up here a little bit. So I just want to remind everyone on the call that don't forget you have until the end of the day to share a post in Hootsuite Amplify. So again, Ben, just kind of showed us those steps of sharing that post. So you know, we'll give you until the very, very end of the day. So midnight tonight and we'd love to see what you share based on your learnings today.

As you'll see, there's a lots of timely posts on trending topics like market volatility that you can share, but definitely log into Hootsuite and pick anything you want and give it a sharer. And you're going to be entered into a draw to win a \$100 e-gift card of your choice.

But before we go, we've got someone that's going to pop on the call just to give a bit of a recap about digital toolkit. So I'd like to invite Ben Gosselin to say a couple words and I believe we've got a slide to pull up as well.

Perfect. So I'm going to hand it over. Yeah, thanks, Ben. So I guess just to take a step back, so you know Ben from who, so it was kind of talking about how to use the tool that good stuff. But for those of you that might not be signed up for Hootsuite, Ben Gosselin from Canada Life is going to run you through that. So I'll turn it over to you, Ben.

**Ben Gosselin:**

Thanks, Rachel. I just want to take a couple minutes just to really quickly talk about this slide. So just just to level set with everyone, if you are a Foundations advisor, you would already have access to Hootsuite through the Foundations program. So this is specifically for non-Foundations advisors, so anybody part of Advisor Solutions. So this is just a reminder that if you currently are subscribed to Hootsuite, all of those subscriptions end May 31 of this year, so you would need to re-enrol.

That re-enrolment campaign starts on Monday next week to subscribe to the tool – all tools including Hootsuite – until May 31 of next year. So please enroll by May 31 if you would like to continue access and using Hootsuite and the other tools, or would like to sign up for the first time.

So just to level set on what's going to happen is on April 17, look for the communication. If you are already a Hootsuite user or have any of the other digital toolkit tools (Goals-based planning, Portfolio insights or Digital agent), look for a customized e-mail asking if you would like to re-enrol. And if you are not enrolled in Hootsuite or the any other tools, there will be communication coming to you with some more information. So if you saw something you found interesting today and you don't have access to Hootsuite, they'll give you information on how to sign up.

**Rachael Luby:**

Perfect. Thank you so much, Ben. Uh, those are great reminders and updates that's coming up right around the corner. So thanks for that.

So before we go, I just want to remind everyone that field marketing is here to support you using Hootsuite. As I mentioned earlier, 78% of businesses that use social selling are outperforming those that don't, plain and simple, being active on social media is making a huge impact for advisors. And in addition, we're also seeing that people using Hootsuite are reaching an average of 2,700 people per month. So again, being active has its benefits. There's really big lead potential.

Would really love to see you all using Hootsuite actively, and we are here to help as well as the Hootsuite team. So another big thank you to Ben from the Hootsuite team today for joining us and walking us through that. And again, don't forget to log into Hootsuite post and get your chance to win a \$100 gift card.

So I will give everyone 10 minutes back. Thank you so much and enjoy the rest of your day.