



Leveraging Social Media for Insurance Marketing

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In today's digital age, social media platforms like Facebook, LinkedIn, Instagram and X (formerly twitter), have become indispensable tools for professionals across various industries, including insurance. These platforms provide insurance professionals with unique opportunities to reach a broad audience.

While social media can be a valuable marketing tool, it's essential to use it responsibly, this includes updating your social media platform to reflect your current licensing status. In addition, agents, brokers and adjusters should refrain from exaggerating or falsifying their experience, or qualifications as this approach is considered dishonest and deceitful. Such actions lack the integrity expected of an insurance professional.

Maintaining integrity in your social media marketing efforts is not only a legal requirement but also a cornerstone of building long-term trust with your clients.

Another critical aspect of maintaining compliance in the utilization of social media, is the reporting of additional occupations. In some instances, review of social media platforms has alerted the ICM to additional occupations which have not been disclosed in writing, within 15 days, and approved. The ICM must review and approve the additional occupation to ensure there is no conflict of interest or perceived conflict of interest. Failure to do so is a breach of the reporting requirements and can lead to serious consequences.

Stay in compliance and update your social media platform today.

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