



Overview

Sales agents are now able to post Humana-approved content to their Facebook Business Pages through the Marketing Resource Center. Utilizing social media can be a useful and effective way to engage with your community. It is also a platform that can be used to showcase your personality and increase your visibility as a trusted Humana agent.

Facebook Business Page

In order to post Humana-approved content to Facebook, you will need a business page. The Marketing Resource Center will not allow you to post Humana content to your personal profile page.



A business page is linked to your personal page and allows additional reach. Your personal profile is for you as a private citizen – your business page is for you as a licensed sales agent, able to help individuals with their insurance needs.

Setting up a Business Page

- <https://www.facebook.com/business/pages>

Differences between Personal Profile & Business Page

- <https://www.facebook.com/business/learn/lessons/difference-between-facebook-page-and-profile>



A Facebook Business Page is required to participate in this program. Please set one up, if you haven't already.

- When setting up a Facebook page, you cannot create a page name that appears to be in any way connected with the government, endorsed by the government or approved by a particular government agency or official, or portray yourself as a representative of Medicare or any other government agency.
- Do not use “Humana” in your page name
- Suggested, compliant naming
 - FirstName LastName, Licensed Sales Agent
 - Agency/Brokerage Name

Showcase Yourself

Social media offers many benefits to sales agents. It will allow you to reach out to potential customers and gain the attention of more people. It will also allow you to display your personality and expertise in the insurance industry.

You can share information and photos about the things you do in your local community. You can also share Humana content. A mix of both will be the most effective.



In addition to Humana-approved content, here are a few ideas of posts that you may consider making.

Educational Posts

- Health news and insurance industry trends
- Articles and resources that build your authority as a Medicare professional and provide value to your audience
- Links to helpful reading materials from credible sources, including Humana.com and Humana's YouTube Channel

Uplifting and Motivational Posts

- Inspirational quotes and stories
- Not intended to push a product or sale



Get to Know Me Posts

- Photos of yourself out and about, doing good things and caring for your health
- Photos and stories of positive things happening in your local community

Handling Comments & Messages

When interacting with consumers and the general public on social media, you may get questions or comments that you aren't sure how to handle. Below are some common situations and ways that you can manage them.

A consumer asks you about specific plan benefit information

- Do NOT respond with that information, instead, give them your contact information and ask that they contact you to discuss.

A consumer makes defamatory or derogatory comments toward you or Humana

- Do NOT respond. Forward the comments to hr4u@humana.com and social@humana.com for proper handling.

A member needs customer service assistance and does NOT tag Humana in the post

- Respond by telling the member you will assist in connecting them with customer service and to contact you by email or phone for additional information. Email the issue to Humana using the Service Inquiries link in Vantage.

Humana has been tagged in a post made by a consumer or member (e.g. by using the hashtag #Humana)

- Do NOT respond. Humana's corporate monitoring tool will pull in any posts/comments/messages where Humana profiles are tagged and will handle accordingly.

A consumer or member includes personal health information in their comment

- Do NOT confirm or deny any information that is presented in the post. Agents should request that the conversation be taken off social media through a secure channel (e.g. via email, or phone) and then hide the comment in order to protect their information.

You are contacted by the media/press and are asked to comment on Humana related business

- Do NOT respond in any way or ask any questions and immediately forward the comment via email to the appropriate media contact found at: <https://www.humana.com/news/media-contacts>.

Compliance Reminders

- Agents may NOT post or add comments that include any type of marketing related content as this would require filing with CMS.
- If an individual comments, likes or follows an agent on social media, this does NOT give the agent permission to contact the individual.
- Humana will be monitoring agent Facebook Business pages to ensure compliance.

