

Social Mania: The Impact of Likes, Posts, and Swipes on Insurance

Never before has such a small number of companies held such influence. Silicon Valley's social media giants connect, inform, anger, and interest billions of people.

Neil Parkin

Neil Parkin is a senior advisor at RGA, where he has been since 2015. He is also a senior advisor at the RGA Foundation, where he has been since 2015. He is also a senior advisor at the RGA Foundation, where he has been since 2015.

Cliff Jooste

Cliff Jooste is a senior advisor at RGA, where he has been since 2015. He is also a senior advisor at the RGA Foundation, where he has been since 2015. He is also a senior advisor at the RGA Foundation, where he has been since 2015.

Belinda Thorpe

Belinda Thorpe is a senior advisor at RGA, where she has been since 2015. She is also a senior advisor at the RGA Foundation, where she has been since 2015. She is also a senior advisor at the RGA Foundation, where she has been since 2015.

Social Selling and Paid Posts

The insurance industry is not immune to the influence of social media. In fact, it's becoming increasingly important for insurers to have a strong social media presence. This is because social media is where many people go to get information about insurance products and services. It's also where they go to share their experiences with insurance companies. As a result, insurers are increasingly using social media to promote their products and services, and to build relationships with their customers. This is often done through paid posts, which are sponsored advertisements that appear in a user's social media feed. These posts can be used to promote a specific insurance product, or to share information about a company's services. They can also be used to build relationships with customers by sharing helpful information and answering questions. Paid posts can be a very effective way for insurers to reach their target audience, and to build a strong social media presence. However, it's important to be transparent about paid posts, and to disclose any potential conflicts of interest. This is because social media is a place where people often share their experiences with insurance companies, and it's important to be honest about any potential biases. By being transparent about paid posts, insurers can build trust with their customers, and ensure that their social media presence is a valuable resource for them.

Social Product Development

Social product development is the process of creating new insurance products and services that are designed to meet the needs of a specific social media audience. This can involve working with social media influencers, or using social media to gather feedback on new products and services. Social product development can be a very effective way for insurers to reach their target audience, and to build a strong social media presence. However, it's important to be transparent about social product development, and to disclose any potential conflicts of interest. This is because social media is a place where people often share their experiences with insurance companies, and it's important to be honest about any potential biases. By being transparent about social product development, insurers can build trust with their customers, and ensure that their social media presence is a valuable resource for them.

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Social Underwriting and Claims

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