

Creating Facebook pages

for Career Network
advisors



For an effective social media presence

In keeping with social media best practices and to maintain consistent corporate branding, the Communications and Digital Experience Department has produced a guide for advisors who would like to create a professional Facebook page.

At the end of this guide, you will find the **social media approval request** to be filled out and approved by your branch manager and superintendent before you create your page.

How to create your page

Here are the main steps to follow to create your Facebook page.

From the *Create a Page* tab:

- 1 — Select page type: *Company, Organization or Institution*
- 2 — Select category: *Insurance Company*
- 3 — Company name: Enter your name and title
E.g.: Isabelle Boucher, Financial Security Advisor
- 4 — Under *About*, in the *Description* section, enter your name and title followed by "at Industrial Alliance Insurance and Financial Services Inc."
E.g.: Isabelle Boucher, Financial Security Advisor at Industrial Alliance Insurance and Financial Services Inc.

Continued on the next page →

- 5 — Cover: Add one of the three official covers recommended by the Communications and Digital Experience Department. To do this, download the cover of your choice at: ia.ca/webshowcase
- 6 — Profile photo: You must use your business photo, which is the one used on your business card, or another similar photo.
- 7 — Here is an example of how your page should look:



For advisors who already have a professional Facebook page, we ask that you integrate, at minimum, the three following items:

- 1 — Official company cover available at: ia.ca/webshowcase
- 2 — Professional profile photo
- 3 — Your name and title followed by “at Industrial Alliance Insurance and Financial Services Inc.” in the *Description* section
E.g.: Isabelle Boucher, Financial Security Advisor at Industrial Alliance Insurance and Financial Services Inc.

INVESTED IN YOU.

iA Financial Group is a business name and trademark of **Industrial Alliance Insurance and Financial Services Inc.**

ia.ca

GENERAL INFORMATION

* Requested by: _____ * Agent code: _____
* Agency: _____ * Agency code: _____
* Telephone : _____ - _____ - _____ Fax: _____ - _____ - _____
* Email: _____

Do not forget to attach your business card.

PROJECT INFORMATION

* Social media sites used: _____
* User name to be displayed: _____
(e.g.: Agent name, Agency, iA Financial Group)

Presentation text to be used? Yes No

If yes, please include your text with this form for revision and approval.

Photo to be used? Yes No

If yes, please include photo with this form.

Would you like to include a brief description of the company? Yes No

If yes, the Communications Department will provide it for you.

APPROVAL

Do not forget to attach your business card.

Branch Manager's approval

Sales Superintendent's approval

Date: _____

Date: _____

The form must be duly completed. Incomplete requests will be returned to the sender. Once the Branch Manager has approved the request, it must be forwarded to the Sales Superintendent for approval.
A minimum of ten (10) business days is required to process approval requests.