

GROW YOUR SOCIAL MEDIA NETWORK.

Social media is a powerful tool to amplify your outreach efforts to connect with clients. We've created this quick guide that outlines our recommended key steps to help you strengthen your business relationships and continue to build your business.

Using social media is a great way to:



Amplify

Boost your visibility by liking, commenting, and reacting to prospects' and clients' content.



Connect

Engage with topics that matter to you and monitor the comments to continue conversations.



Share

Distribute links, articles, images, quotes, company news, or anything else your followers, prospects, and customers might be interested in.

GROW YOUR NETWORK

Post compelling content for every client journey.

Establish Trust

Set the stage with useful, interesting content to generate awareness

- Infographics
- Blog posts
- Industry trends
- Behind the scenes

Be a VALUED Resource

Provide content that helps buyers find you when they start looking for solutions

- Best practice guides
- Case studies
- Analyst reports
- Webinars

Earn New Clients

Publish company- and industry-specific content to help evaluate, reaffirm selection

- White papers
- Demos
- Reviews/comparisons
- Online events

Nurture Relationships

Share useful, relevant content that creates loyalty and fuels long-term success

- Newsletters
- Recommendations
- Product news
- Tutorials

UPDATE YOUR PROFILE

Regularly updating your profile helps make you more easily discoverable on social media. New endorsements, regular posts, featured content, a compelling headline, and new cover photos can help you stay at the top of the feed.



Present yourself as an industry thought leader.

Use a balanced approach to sharing meaningful information.

 <p>Smart</p> <ul style="list-style-type: none"> <input type="checkbox"/> Showcase Industry insights and trends, functional expertise, productivity tips 	 <p>Proud</p> <ul style="list-style-type: none"> <input type="checkbox"/> Highlight leadership perspectives, philanthropic initiatives, business achievements 	 <p>Successful</p> <ul style="list-style-type: none"> <input type="checkbox"/> Share job posts (recruiting), product promos (sales), gated/ungated content (marketing)
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Get to know some of social media’s publishing best practices.

Posting on the platform is a great start—but understanding how to maximize your efforts can make a marked difference.

<p>Stand Out from The Crowd</p> <ul style="list-style-type: none"> Use attention-capturing headlines Include rich media, such as pictures and video 	<p>Be Authentic</p> <ul style="list-style-type: none"> Use your authentic voice Talk about things that matter to you 	<p>Stay Relevant</p> <ul style="list-style-type: none"> Share useful knowledge Create opportunities for conversation
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Show your personal side

Often the posts that receive high (if not the highest) engagement are the ones that highlight something personal about the poster. Be sure to add in some personal posts along with industry content. It helps your connections better connect with you.



For more insights to grow your business, contact your **T. Rowe Price representative.**

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