

# BROKERAGE FACEBOOK GROUP FAQs

## What do I have to do to be accepted into the group?

- Must be licensed, appointed and in good standing with Mutual of Omaha Brokerage.
- Agree to all guidelines and rules set by Mutual of Omaha. They will be posted in the “About” section of the group and automatically pop up when requesting to join.
  - If a violation of one or more of the guidelines occur, a warning will be given.
  - If a second violation occurs, the Brokerage Agent/Producer will be removed from the Group.

## If I have a question, how can I reach out to the Admins of the Group?

- We encourage any positive comments or questions about a specific post to be posted directly to the post via the comment tool on the platform. If you have a question, others might have the same one, and we want to share the answer!
- If there is a question or comment that is more confidential or personal, feel free to reach out to your usual Mutual of Omaha contact. Please allow 1-2 business days in response time.



## How do I join the group?

1. Go to Facebook.
2. Search “Mutual of Omaha.”
3. Click on the “Mutual of Omaha” Corporate Facebook page.

4. Join the group:

### If using the desktop application:

- Go to the “More” tab located at the top of the page under the profile photo.
- There will be a dropdown menu under the “More” tab and you will see the name of our group, “Mutual of Omaha Brokerage Sales Professionals.”
- Click the “Join” button.

### If using the mobile version:

- Locate the tabs bar located at the top of the page under the “Contact Us” button. You may need to scroll over on the tabs bar to find “Groups.”
- Find the “Groups” tab and click to open. You will see our group, “Mutual of Omaha Brokerage Sales Professionals.”
- Click “Join.”

5. Fill out the questionnaire and accept our terms and guidelines.
6. After you have sent in your request to join the group for social media content and other producer announcements, we will verify the account and that you are in good standing with Mutual of Omaha. Please give 1-2 business days for our team to verify and accept the request.
7. Once accepted, you will receive a notification from Facebook informing you that you have been accepted.
8. Enjoy the content! Feel free to post as much as you would like on your approved profile. We will be updating the Group frequently with new content.

## Will producers be made aware if there are state variations for different posts?

- Yes. We will post all disclaimer information in the “About” section of the group that every member will be able to access.
- In addition, when each Brokerage Agent/Producer originally requests to join the group, a disclaimer will list terms and guidelines they must agree to in order to join.
- On each post that has state variations, we will post a short disclaimer in the caption.
  - When re-sharing content, please note that state variations may apply and make sure to use the correct one based on your location and market.

## How do I differentiate producer vs. consumer-facing posts?

- Producer-use only content will use the following verbiage: *“This is for producer use only and is not to be shared with the general public.”*
  - This producer-use only disclaimer will appear at the top of every producer-use only post.
- When re-posting producer-use only content, please note that it can only be shared with other approved producers.
  - Failure to comply may result in removal from the Group. Other disciplinary action may also be taken with the discretion of Mutual of Omaha.
- Posts that are not marked with the producer-use only verbiage are consumer approved.

## How do I re-post the content?

- If the post has a standalone image, right-click on the image and save it where you can access it later. Do not adjust the size of the image.
- Highlight the copy, including all hashtags, links and disclaimers. Once it is highlighted, right-click and copy the text.
- Go to the approved platform/profile where you wish to post.
- Click into the tab where you can post an update. Right-click and paste the copy in the text area.
  - If re-sharing a video post, once you paste the video URL into the text area, a preview of the video will auto populate and act as the “image” for that post.
  - Do not adjust the copy unless there are specific instructions for you to add your contact information to the caption.
  - Please include all hashtags, links and disclaimers.
- Then, click the “Photo/Video” icon and upload the image you saved. This will only pertain to posts that have a standalone image.
- Once everything looks correct, click “Post” and your content will be live. Please remember to monitor your post in case any questions or leads come up.



### Why Mutual of Omaha

Over 50 years of Mutual of Omaha’s Wild Kingdom taught us that the animal kingdom and the human kingdom have something in common ... an instinct to protect what matters most. Through insurance and financial products, we help people protect their lives, protect their families, protect their kingdoms.

[MutualofOmaha.com](http://MutualofOmaha.com)