



Home Field Advantage

Social Media Activation



Purpose

Leverage the national MLB video ad to share examples of how Trusted Choice Independent Agents best serve customers through local insurance knowledge and community involvement. This is a fun way to showcase your agency as a local expert while leveraging the engagement opportunity from the star power of John Smoltz and a polished video explaining the benefits of using an IA.



Agent Participation

Share the "Home Field Advantage" video ad to your social channels and add a personal note about your agency's strategic advantage (aka "home field advantage") including the hashtag #homefieldadvantage.

Suggested talking points:

Years in Business

Unique Services

Awards

Community Involvement

Examples

We have been serving the Tulsa area for 3 generations. We understand your needs and can help you keep what you love protected!

#homefieldadvantage

We love Boston! We have been serving the area for 40 years and love supporting youth sports! No one knows the local area like us.

#homefieldadvantage

Albuquerque has been our home turf for 30 years! We are so proud to be named "Coolest Insurance Agency" last year. No one knows your insurance needs like us.

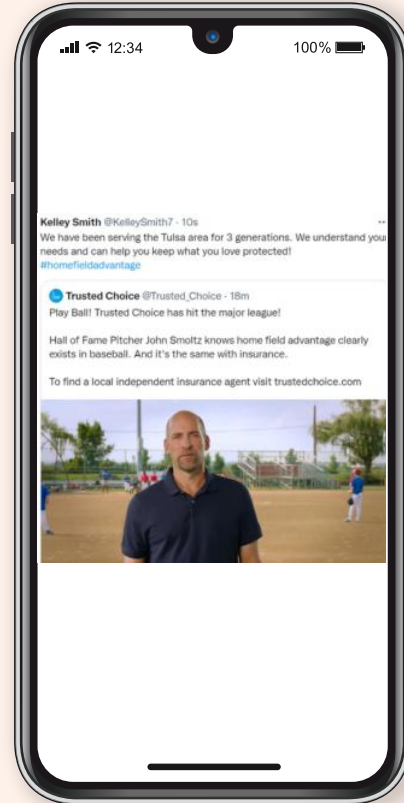
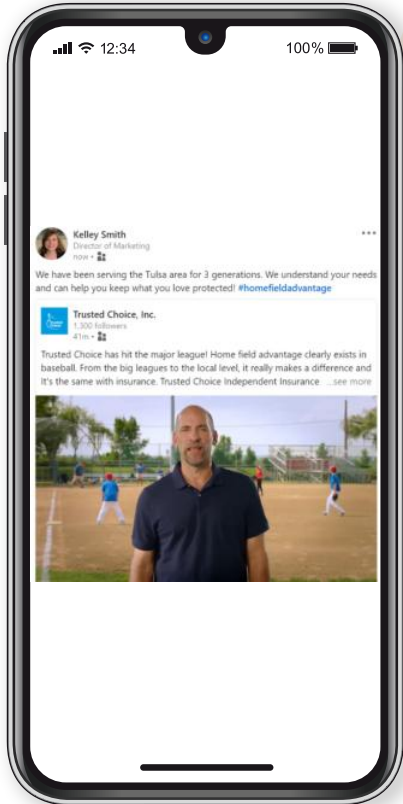
#homefieldadvantage

Share your post(s) any time before November 30, 2021

Where can I find the Video?



Live Post Examples



How to Share

LinkedIn

Click the three dots in the top right corner of the post on Trusted Choice's business page. Click "copy link to post." Go to your company page to post the link and add your own comment.

Twitter

Click the retweet button at the bottom on the pinned Tweet on @Trusted_Choice. Choose quote tweet to add your own comments.

Facebook

Click the share option at the bottom of the post on Trusted Choice's Business Page. Choose more options > share to a page (your business page). Add your own copy in the pop up.

Important Notes

DO NOT use the MLB logo. Please only share the video.

Your comment **DOES NOT** have to specifically relate to baseball or youth sports.

Reshare with your added comment from TC channels or use the YouTube link.
