



Social Media & Insurance: How Insurers Use It and What They Want You To Know About Your Liability

March 26, 2012

National Hurricane Conference, Orlando, FL

Presenter: Lynne McChristian

Florida Representative, Insurance Information Institute

How new & traditional media differ

Social Media	Traditional Media
Decentralized	Centralized
Publically owned	Privately owned
Little or no specialized skills needed	Requires specific skills and training
Instantaneous, with both content and comments	Usually longer production time, but this is changing
Easier to alter	Permanence, such as in a magazine article

Explosive growth – and growing

- **Social Networks and Blog sites now account for 23% of all time spent online in the U.S., according to Nielsen Media.**
 - ◆ This is more than twice the amount of time spent on the #2 category, Online Games.
 - ◆ Social networking skews female, and Facebook rules.
- **Twitter averages 340 million tweets per day and has 140 million users, as of March 2012.**
 - ◆ Twitter news followers are more likely to be male, 57% versus 44% of Facebook users.



Social media and trust

Trust in authority

If you heard information about a company from one of these people, how credible would that information be?

2009	
Academic/expert	62%
Financial/industry analyst	49%
Person like yourself	47%
NGO representative	41%
Regular employee	32%
CEO	31%
Government official	29%

2011	
Academic/expert	70%
Technical expert in the company	64%
Financial/industry analyst	53%
CEO	50%
NGO representative	47%
Government official	43%
Person like yourself	43%
Regular employee	34%

Source: Edelman Trust Barometer, 2011

Trust protects reputation

**When a company
is distrusted**

**57% will believe
negative
information
after hearing it
1-2 times**

15%

Will believe positive
information after
hearing it 1-2 times

**When a company
is trusted**

**51%
will believe
positive
information
after hearing it
1-2 times**

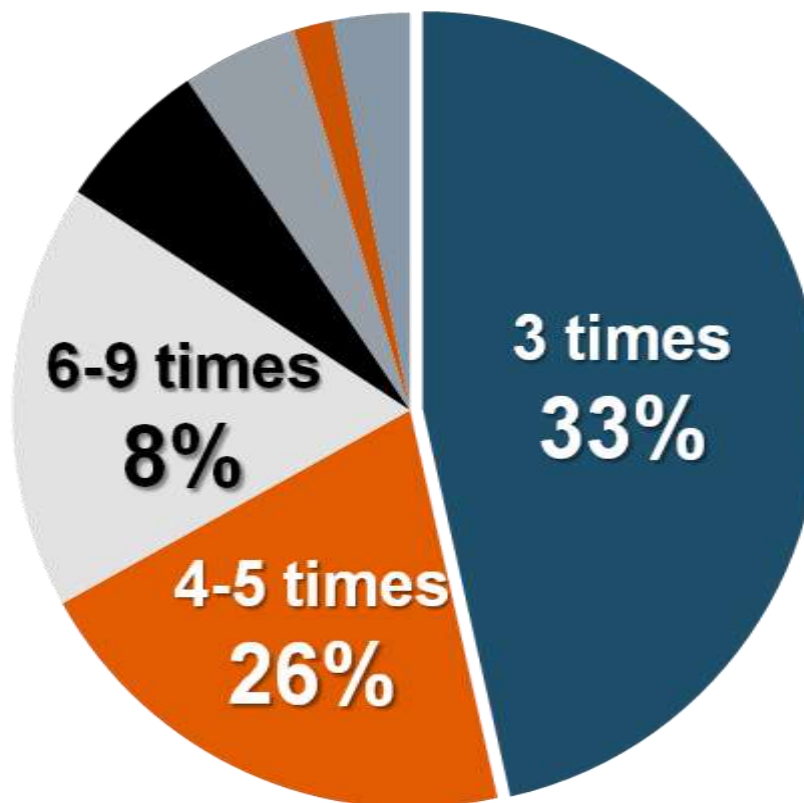
25%

Will believe negative
information after
hearing it 1-2 times

Source: Edelman Trust Barometer, 2011

Repetition enhances believability

How many times, in general, do you need to hear something about a specific company to believe that information is likely to be true?



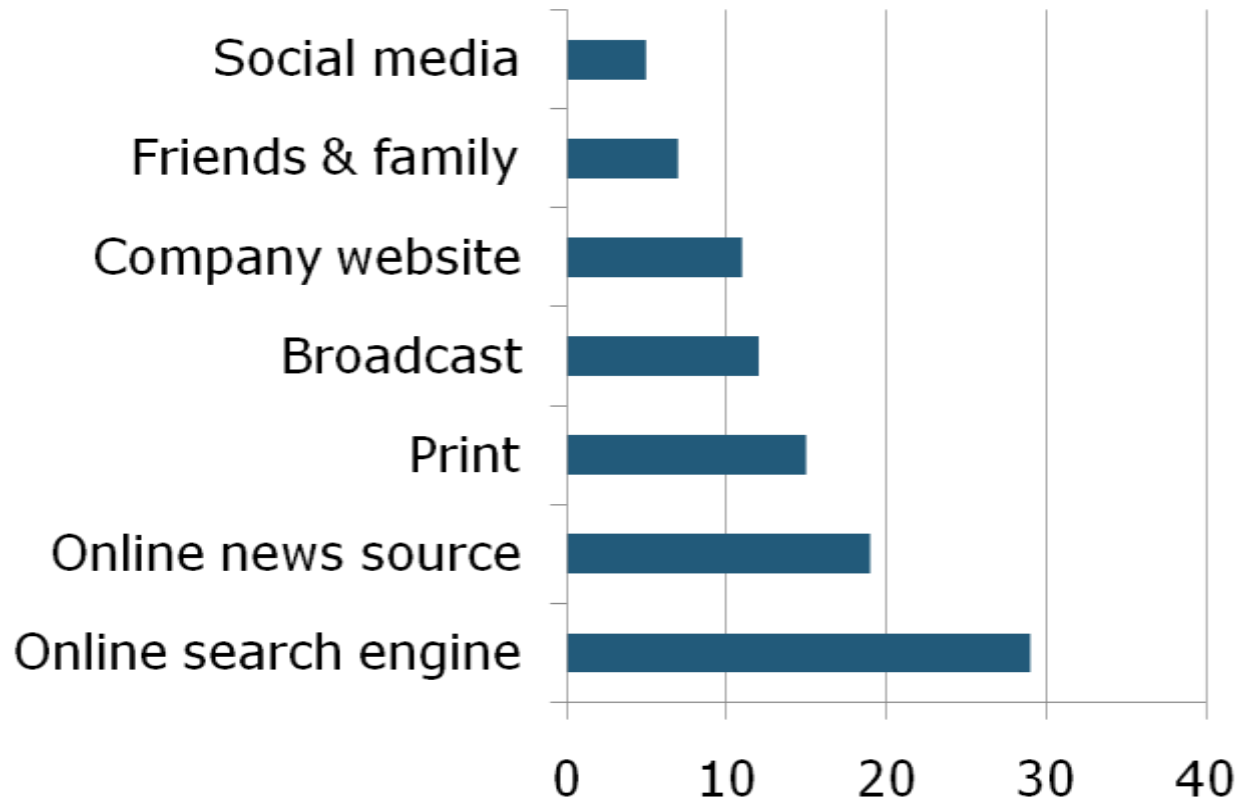
59% of people need to hear about it 3-5 times to believe it.

Social media means providing information that is relevant, accessible and friendly.

And, that can be a bit scary for traditionalists.....

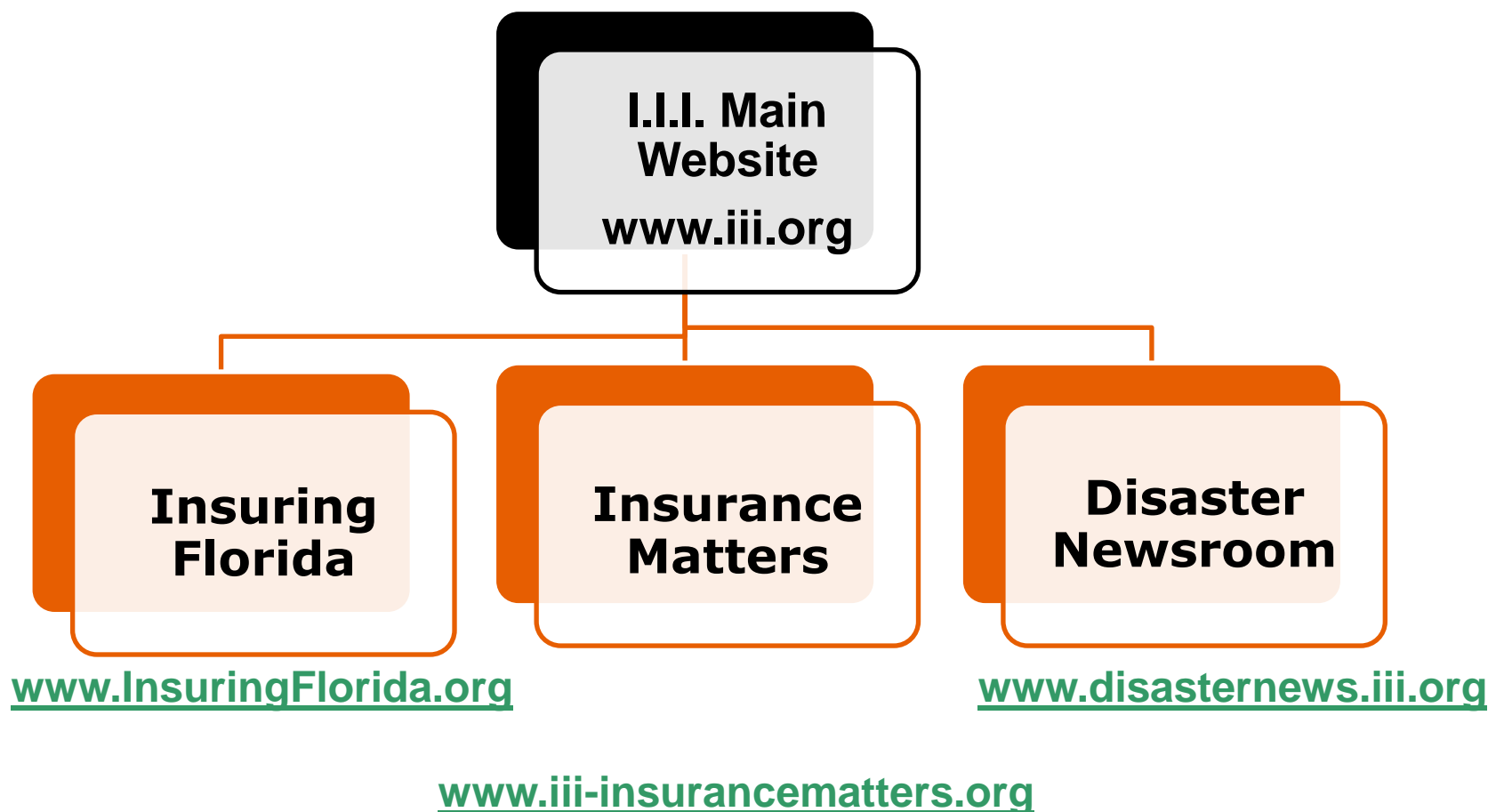
Search engine “go-to” source

Where do you generally go first for news about a company?



Source: Edelman Trust Barometer, 2011

I.I.I.'s social media framework





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▲ I.I.I. SPOTLIGHT

Flood Insurance Basics

MARCH 21, 2012 - The official start of spring marks the arrival of flood season as the snow melts. Although the mild winter has lowered the likelihood of flooding, remember that heavy spring rainfall can lead to flooding at any time, even in areas where the risk is at or below normal. Learn more about how to insure your home against flooding.

[Full Story](#)

PRESENTATIONS

International Economic Outlook and the Role of the Middle East
MARCH 13, 2012

SAFETY TIPS

- How to Protect Your Home from Water Damage
- Distracted Driving

WHITE PAPER

- Social Media, Liability and Insurance

ISSUES UPDATES

- Flood Insurance
- Earthquakes: Risk and Insurance Issues

▲ FACTS+STATISTICS



Recreation

Biking is the most dangerous sport, followed by basketball and football, based on injuries treated in hospital emergency rooms. Over 50,000 cyclists were injured in collisions with motor vehicles in 2009.

[All Facts & Statistics](#)

▲ I.I.I. WIRE



I.I.I. Provides Overview of Earthquake Insurance in Mexico

MARCH 20, 2012 - An overview of the Mexican insurance market earthquake history in the U.S. and globally.

I.I.I. VIDEO



Spring Cleaning Your Home



Insurance IQ: Homeowners

I.I.I. BLOG / TERMS & CONDITIONS



Tsunami

One-Year Anniversary of Japan Earthquake a



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INSURANCE TOPICS

Coverage

+ Business

+ Consumer

Disasters and Risks

Insurance Industry

Features

All Coverage En Español

Insurance Coverage En Español

BUSINESS

Business Insurance - General

¿Tiene su negocio un plan de emergencia contra desastres?

Specialty Business Insurance

Cobertura de seguros para accidentes nucleares en los Estados Unidos

CONSUMER

Annuities

Sección de ayuda: Preguntas y respuestas

¿Qué es una anualidad?

¿Cómo, cuándo y por qué considerar una anualidad como parte del panorama financiero?

¿En qué se diferencian las anualidades de los seguros de vida?

¿Cuánto se debe invertir en una anualidad?

¿Cómo recibir las distribuciones o pagos de las anualidades?

¿Qué son los diferentes tipos de anualidades?

¿Cuáles son las diferencias entre una anualidad fija y una variable?

¿Qué son las diferencias entre anualidades diferidas y anualidades inmediatas, y qué es una anualidad vitalicia?

¿Cómo y dónde se adquiere una anualidad?

DEFINICIONES BÁSICAS DE ANUALIDADES

I.I.I. SPOTLIGHT



Flood Insurance Basics

The official start of spring marks the arrival of flood season...

I.I.I. VIDEO



Spring Cleaning Your Home

Regular maintenance on the exterior of your home can save you...

FACTS & STATISTICS



Recreation

Biking is the most dangerous sport, followed by basketball...

All Facts & Statistics

I.I.I. BLOG / TERMS & CONDITIONS



Spring Flood Risk Lower, But Not Eliminated

Tomorrow marks the official start of spring and typically the arrival...

EN ESPAÑOL



HOMEOWNERS
+ RENTERS



AUTO



LIFE



BUSINESS

[SEARCH >](#)

Improving public understanding of insurance in Florida— what it does and how it works



STRAIGHT TALK *Blogging about insurance in Florida*

[+ Share This Story](#)



Sinkhole insurance and your options

AUGUST 16, 2010 |

Experts can predict the weather, but they can't predict **sinkholes**. We have more sinkholes in Florida than any other state, and some areas are more vulnerable to sinkholes, such as West Central Florida and Tampa Bay, and they open up when it is very dry or very wet. So, rainy season is hurricane season is sinkhole season.

[More](#)

MORE FROM THE STRAIGHT TALK BLOG

- Consumers benefit in fight against auto insurance fraud | AUGUST 13, 2010
- Sinkholes Sinking Citizens Insurance | JULY 30, 2010
- Got new stuff? Update your home inventory | JULY 26, 2010

INSURING FLORIDA WIRE

INSURANCE 101

Who regulates insurance companies?

Insurance is regulated by the states, with each state having its own set of statutes and rules. State insurance departments oversee insurer solvency, review market conduct, rule on requests for rate increases, among other things. Click on the link to learn more.

[FLORIDA OFFICE OF INSURANCE REGULATION](#)

SOFTWARE



BUSINESS
INVENTORY

Business Inventory Software

KNOW YOUR STUFF®
BUSINESS INVENTORY

Online inventory software specifically designed for businesses.

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HOME
INVENTORY

Home Inventory Software

KNOW YOUR STUFF®
HOME INVENTORY

Online software to help you create a room-by-room inventory

[MORE](#)

I.I.I. VIDEO



Be A Responsible Dog Owner

Dogs may be man's best friend, but as an owner you are liable if your pet bites someone. Watch this video to learn more.

Policymakers website: *InsuranceMatters*

Insurance Matters - Policy Makers Home - Windows Internet Explorer


http://www.iii-insurancematters.org/

Insurance Matters - Policy Makers Home

Insurance Matters INFORMATION FOR POLICYMAKERS

KEY ISSUES | LATEST NEWS | RESOURCES | TOOLS | ABOUT US | SEARCH

SPOTLIGHT



Medical Malpractice Insurance
Medical liability costs and defensive medicine account for a significant portion of total U.S. healthcare costs—as much as 10 percent.

KEY ISSUES

- Insurance Regulation**
An overview of current insurance regulation practices and modernization proposals, including creating an optional federal charter.
- Financial Condition of Insurers**
Discussions of the financial condition of insurers, the operations of residual markets and proposed changes to insurance accounting.
- Insurance Company Insolvencies**
A review of insolvencies in the insurance industry and the mechanisms of guaranty funds to protect consumers.
- Insurance and Disasters**
The role of insurers in catastrophe recovery, briefs on disaster insurance, and discussions of public policy developments.

LATEST NEWS

- Willis: Upstream Energy Insurers Seeking to Impose Rate Increases in Wake of Recent Rig Losses; Total Deepwater Horizon Claims Estimated at Well Over US \$1.2 Billion**
June 3, 2010 Thursday 5:26 PM GMT | Business Wire
- S&P: Improved Earnings And Capital Could Provide A Needed Lift To The U.S. Life Insurance**

TOOLBOX

FACTS + STATISTICS
Looking for some facts and statistics on issues or states?

By Issues
By State

GLOSSARY
DIRECTORY

UNINSURED MOTORISTS ARE ON THE RISE
According to a new report from the Research Center for Insurance, a single state's percentage increase in the uninsured motorist pool is associated with a 10 percent increase in the uninsured motorist pool in more than three-quarters of a state.

User Highlights

- Tailored
- Focused
- Current
- Clear and Concise
- Factual
- Searchable
- Exportable
- Multimedia Content
- Accessible

Content is arranged so that material most important to policymakers is just one or two clicks away



DISASTER NEWSROOM

Timely information about insurance and disasters

[Press Room](#)[Toll-Free Claims Numbers](#)[Brochures](#)[Current Disasters](#)[Past Disasters](#)[About](#)

CURRENT DISASTERS | TORNADOES: SPRING 2011 | I.I.I. REPORT | MISSOURI — Tuesday, May 31, 2011 14:07

On-site Report: Days 2-3



Search



I.I.I. Links

[I.I.I. Directory](#)

[I.I.I. Disaster Preparedness](#)

[I.I.I. En Español](#)

[I.I.I. Glossary](#)

[I.I.I. Issues Updates](#)

[I.I.I. Natural Disasters](#)

[I.I.I. Videos](#)



Flickr

www.flickr.com



What is this?

CURRENT DISASTERS | TORNADOES: SPRING 2011 | MISSOURI | PHOTOS

June 1, 2011 at 3:46 pm - 0 Comments

Round-up: Joplin Before and After

Links to some of the best before-and-after images of Joplin:

[NPR: Before and After: Street Views In Joplin](#)

[NPR: Before and After: A Bird's Eye View Of Joplin](#)



Facts+Statistics

[Products Liability](#)

The deadly outbreak of E. coli bacteria in Europe is putting attention on the regulation of food safety in the U.S and the need for food system, agribusiness and other companies to insure against such events.





Social media provides data to help you gauge audience interests and spot trends.

		
Facebook: Follow the I.I.I. on Facebook and become a fan to stay connected on breaking news and current insurance topics. Post comments, share opinions and stories.	YouTube: Watch online videos covering a wide range of insurance topics in the extensive I.I.I. video library. Post comments and embed videos to your company's website or blog.	Terms + Conditions blog: Claire Wilkinson's insurance industry blog provides timely information and discussion on contemporary insurance topics.
http://www.facebook.com/InsuranceInformationInstitute	http://www.youtube.com/user/iiivideo	http://www.iii.org/insuranceindustryblog/

		
I.I.I. Insurance Matters website: A site to help public policymakers better understand the unique role played by insurers in managing risk.	Insuring Florida website: An informative site focusing on insurance matters specific to Florida. Includes Lynne McChristian's "Straight Talk" blog.	Twitter: Follow one or all of the I.I.I. feeds to get timely information in your specific area of interest
http://www.iii-insurancematters.org	http://www.insuringflorida.org/	

Social Media Users/Traffic

- Facebook: 700
- Twitter: 6,162
- YouTube: 505,025
- T&C: 3,000+
- Insuring Florida blog: 1,500+

	http://www.twitter.com/iiiorg
	http://twitter.com/Bob_Hartwig
	http://twitter.com/JeanneSalvatore
	http://twitter.com/L_Worters
	http://twitter.com/ElianneGo
	http://twitter.com/III_Research
	http://twitter.com/InsuringFLA
	http://twitter.com/IIIindustryblog

I.I.I. Social Media Outreach

Facebook



The screenshot shows the Facebook profile of the Insurance Information Institute (I.I.I.). The page features a blue header with the Facebook logo and navigation links. The profile picture is the I.I.I. logo. The cover photo is a blue banner with the text "Insurance Information Institute". The page is divided into sections: a left sidebar with page information and insights, a main content area with posts, and a right sidebar with a "Get More Connections" button and a "Your Text Here" placeholder. The main content area displays three posts, each with a blue arrow pointing to a dark blue callout box on the right. The first post is titled "Hurricane Season Wrap-Up" and includes a link to the I.I.I. blog. The second post is titled "III - Identity Theft" and includes a link to the I.I.I. website. The third post is titled "III - State-Run Property Insurers Lose Customers But Gain Risk" and includes a link to the I.I.I. website. The callout box contains the text: "I.I.I. Facebook Page About 700 people 'Like' this page. Over 200 links to I.I.I. content posted. Average impressions higher for older posts."

Insurance Information Institute

Wall Info Photos Discussions Reviews Boxes >> +

What's on your mind?

Attach: [Image] [Video] [Link] [App] [Share]

Options

Get More Connections

Get more people to like your Page with Facebook. Add! Preview below.

Insurance Information Institute

Your Text Here

Andres Basora likes this.

Like

Information

Location: New York, NY

Phone: 212-346-5500

Insights

See All

76 Monthly Active Users

1 Daily New Likes

52 Daily Post Views

0 Daily Post Feedback

Insights are visible to page admins only.

322 People Like This

See All

Insurance Information Institute Wrapping up the 2010 Atlantic hurricane season.

Hurricane Season Wrap-Up [Insurance Industry Blog](#)

[www.iii.org](#)

The 2010 Atlantic hurricane season which ends today was one of the busiest on record, but a 'gentle giant' for the U.S., according to the National Oceanic and Atmospheric Administration (NOAA).

265 Impressions · 0% Feedback

23 hours ago · Like · Comment · Share · Promote

Insurance Information Institute In today's III spotlight: Holiday season brings with it the threat of identity theft. See our facts & more information.

III - Identity Theft

[www.iii.org](#)

The Consumer Sentinel database, maintained by the Federal Trade Commission, contains over 1.5 million consumer fraud and identity theft complaints that have been filed with federal, state and local law enforcement agencies and private organizations.

236 Impressions · 0% Feedback

Yesterday at 9:53am · Like · Comment · Share · Promote

Insurance Information Institute This year's residual markets report by the I.I.I. records the ongoing growth in the exposure base of state property insurers along with the still-precious financial condition of some plans.

III - State-Run Property Insurers Lose Customers But Gain Risk

[www.iii.org](#)

273 Impressions · 0% Feedback

Yesterday at 9:49am · Like · Comment · Share · Promote

Insurance Information Institute The following Issues Updates reports have been updated as November 30, 2010: Auto Crashes; Buying Insurance: Evolving Distribution Channels; No-Fault Auto Insurance; Residual Markets; Workers Compensation

III - Issues Updates

[www.iii.org](#)

Dragana Djermans

Ivy Lynn Ryerson

James Hinen

I.I.I. Facebook Page

**About 700 people
"Like" this page.**

**Over 200 links to I.I.I.
content posted.**

**Average impressions
higher for older posts.**

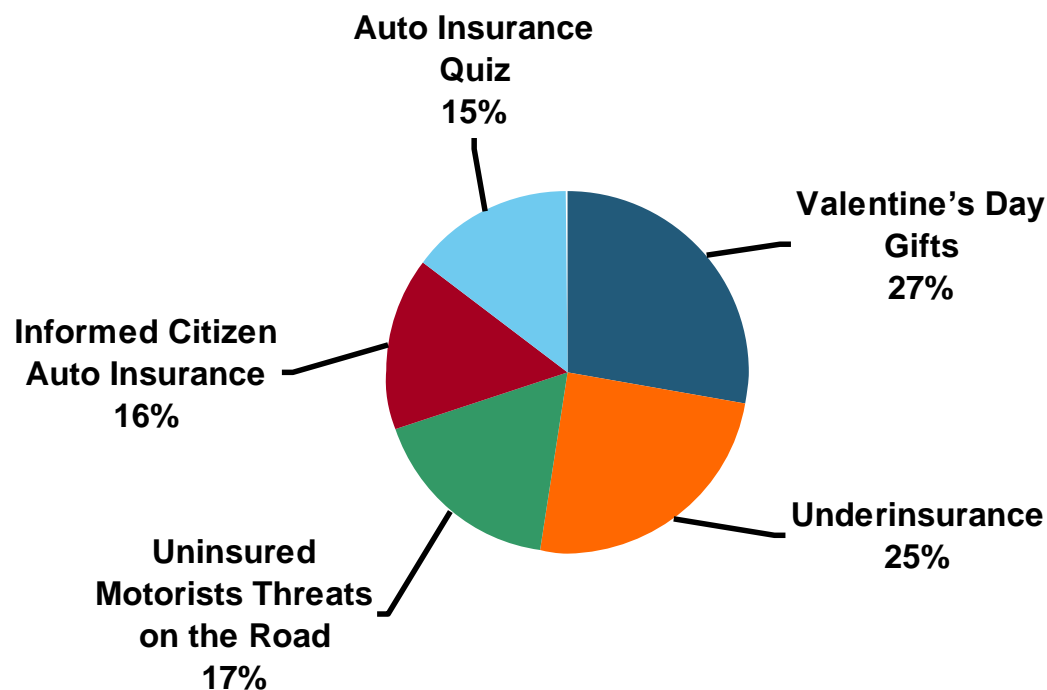
Top Ten Content, by Pageviews

February 2012

Rank	Keyword	Total	Percent
1	Facts/Stats: Auto Insurance	2,434	21.42%
2	Press Release: Six Questions to Ask When Shopping for Homeowners Insurance	1,364	12.00%
3	Facts/Stats: Home Insurance	1,288	11.34%
4	Presentation: An Industry and Economy in Transition: Overview and Outlook for P/C Insurance Markets for 2012 and Beyond	1,084	9.54%
5	Issues Update: Cell Phones	1,034	9.10%
6	Article: What coverage is included in a standard homeowners insurance policy?	1,017	8.95%
7	International Fact Book: Country Profiles	894	7.87%
8	Article: What is covered by a basic auto policy?	795	7.00%
9	Issues Update: Motorcycle Crashes	788	6.94%
10	Facts/Stats: Life Insurance	664	5.84%
		11,362	100.00%

Top Five Videos by Pageviews

February 2012



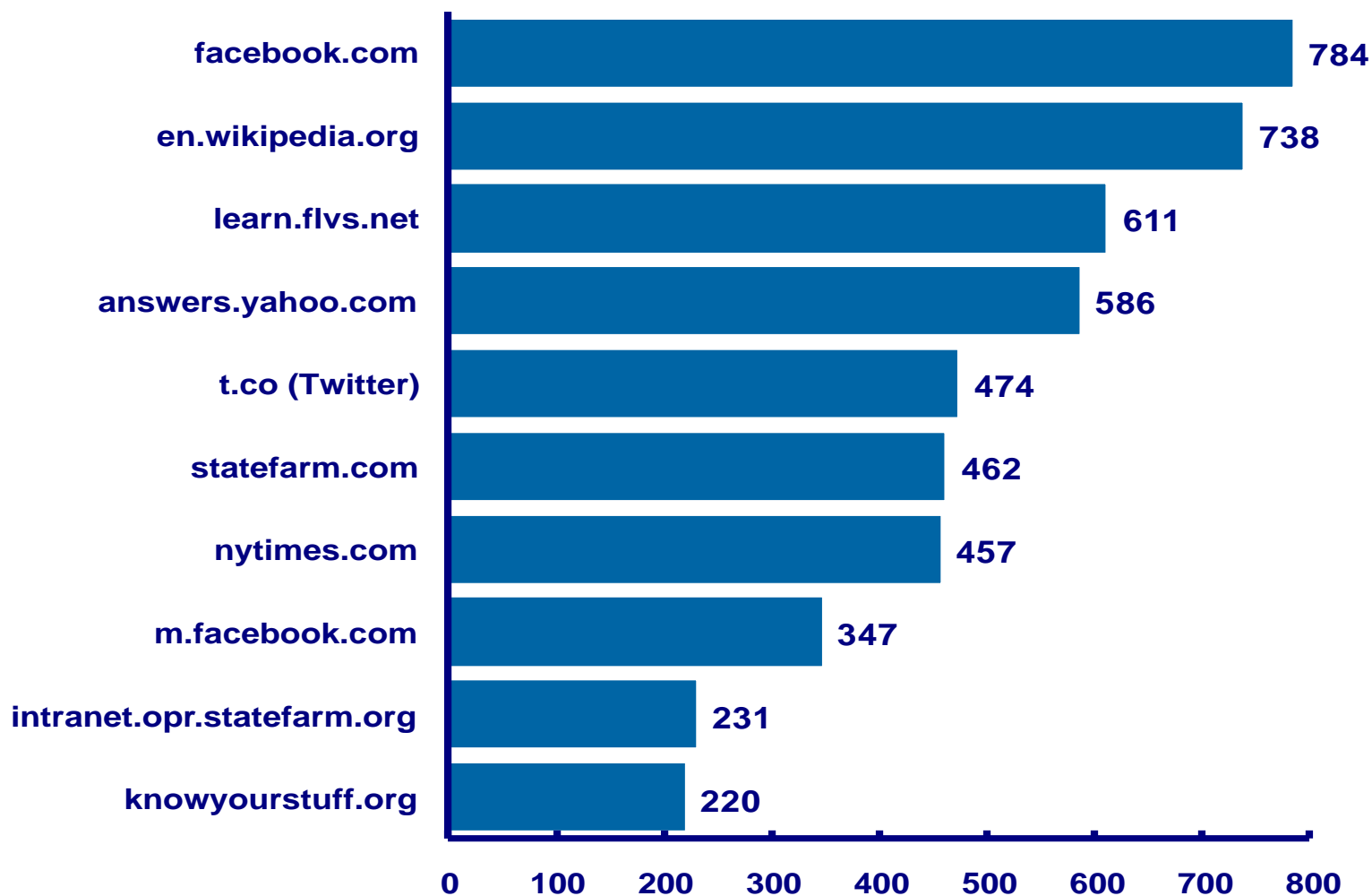
Highlighted Videos

- Are You Underinsured?
- Valentine's Gifts
- Uninsured Motorists
- Lightning Myths
- How to File a Homeowners Claim

Total: 867 pageviews

Top 10 Referral Sites for the I.I.I.

February 2012





Social Media: Tools & Tips

Blogs are an educational approach to marketing.

Elements of blogging:

1. Add value.

- Address a problem, concern or need.

2. Use headlines and hooks and include links.

- Catchy titles help you stand out in the crowd.
- Using links directs users to other relevant content.

3. Share “how to” tips.

- People want to know the “how” rather than the “what”.

4. Love the checklist.

- List formats are easy to digest.

5. Be a storyteller.

- Stories stick, and they let readers sell themselves.
- Comments build a sense of community.

Telling Personal Stories...

Windows Internet Explorer - Personal Stories: The Hodas Discuss Checking Insurance Policies Regularly

http://www2.iii.org/video/personal_stories_the_hodas_discuss_checking_insurance_policies_regularly.html

Log In / Register advanced search SEARCH iii

INSURANCE INFORMATION INSTITUTE

subscribers profile searches shopping cart

PRESS ROOM MEMBERS+SUBSCRIBERS PUBLICATIONS+STORE SERVICES

Business Insurance - General

Personal Stories: The Hodas Discuss Checking Insurance Policies Regularly



PERSONAL STORIES: THE HODAS, CHECKING POLICIES

In the aftermath of Hurricane Katrina, Gene Hoda recommends checking insurance policies regularly to make sure you have enough coverage.

Share | Facebook | Twitter | YouTube

QUESTIONS? ASK THE EXPERT

In our Ask the Expert section we address your most taxing insurance-related questions.

ASK A QUESTION

SOFTWARE

REINSURE INVENTORY

I.I.I. SPOTLIGHT

Property/Casualty Insurance and Systemic Risk

To prevent another financial meltdown like that in 2008, regulators are now considering criteria for identifying systemically important financial firms. A new I.I.I. white paper examines the role of insurers in the financial system and concludes that inappropriate inclusion of property/casualty insurers could cause harm to both insurers and consumers, without any commensurate benefit in promoting stability.

[FULL STORY](#)

I.I.I. VIDEO

Choosing an Insurance Company

Here are the crash test dummies Kirk and Crystal to teach you how to choose a good insurance company.

[ALL VIDEOS](#)

PRESENTATIONS

Dr. Robert P. Hartwig, CPCU

The Regulatory Environment and Increasing Global Uncertainty: Implications for Non-Traditional Financial Institutions

I.I.I. Blogs

■ ***Terms & Conditions***

- ◆ Written by Claire Wilkinson.
- ◆ Several each week.
- ◆ National scope.
- ◆ Audience is insurance industry professionals.
 - Blog title makes sense to practitioners.

■ ***Straight Talk***

- ◆ Written by Lynne McChristian.
- ◆ Weekly blog.
- ◆ Florida only.
- ◆ Audience is consumer.
 - Blog title addresses Florida market challenges.
- ◆ Led to monthly column in trade publication.

Twitter accounts:

- @InsuringFLA
- @iiiorg
- @III_Research
- @Bob_Hartwig
- @LWorters
- @JeanneSalvatore
- and more.....





Find us on
Facebook

■ Why use it?

- ◆ Feeds your content dynamically to your followers' pages, so you can proactively push out information you most want them to access.
- ◆ It helps maintain a presence with customers during the long periods when your company may not be top of their minds.
- ◆ They can hear stories that remind them of the value insurers provide every day.
- ◆ This is your chance to re-invent relationships with customers and create a real dialogue and sense of community.

- **Develop an overall social media policy – with written procedures, processes and goals.**
 - ◆ Remember, social media makes PEOPLE interact, not the company. Identify the professional talent within your organization who is empowered to engage in online chatter.

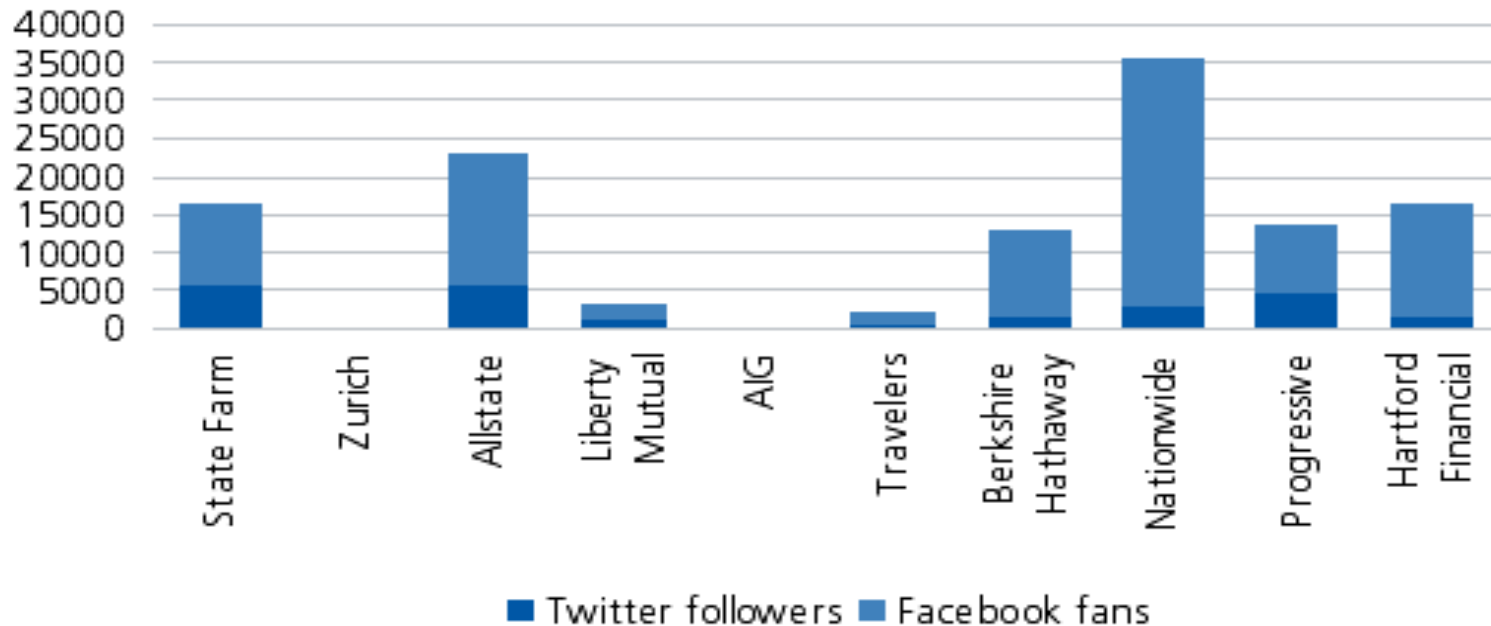
- **Ask:**
 - ◆ What do you want to achieve with social media?
 - How do you get what you want?
 - ◆ How are your competitors using it?
 - ◆ How will you get noticed? What will you do to create community?

Social Media and Insurance

Insurer Engagement

How are insurers doing in the social media space?

Engagement through Twitter and Facebook for top 10 US insurers



Source: "Leveraging Social Networks: An In-Depth View for Insurers," Celent, April 14, 2010.



A sampling of insurers in the social media mix



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Welcome to **GEICO** – Real Service. Real Savings.

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Type of Insurance

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Already a policyholder? [Log in here](#)

By Phone

▶ 24 hours a day, 7 days a week, give us a call at **1-800-861-8380**.

In Person

▶ Use our Office Locator to [find an agent near you](#).



GEICO | PORTFOLIO

Saving people money on more than just car insurance...



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[Homeowners Insurance](#)



[Renters Insurance](#)



[Condo Insurance](#)



How much coverage do you need?

Not sure where to start with your insurance coverage? Our Coverage Coach is here to help.

Get personalized recommendations with our [interactive coverage calculator](#).



All New GEICO App

It's here! We took everything you love about GEICO, and made it mobile.

[See what's new.](#)



Follow the Gecko's Journey with **Gecko Tracker**.

Just for fun....



15,555 “Likes” on Facebook



- **Gecko Tracker**
- **237,097 “Likes”**



Brostache App

“Using your smart phone to do dumb things.”

Facebook Fans: Getting personal and being a personality

Corporate Site



All business:
75,143 fans

Mayhem's Site



Humor + business:
1,22,845 fans





Flo, the Progressive Girl

Other Flo pages:

- Want to dress like Flo?
- Dress like Flo for Halloween.
- Flo Fun Pack.
 - Bobble-head doll.
 - Screen saver.
 - Ringtone.



Insurance

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[Home](#) > [Learning Center](#) > [Auto](#) > Teen Drivers

Auto Learning Center | Teen Drivers



Featured Article

More Accidents Happen When Teens Are Out of School

Jun 30, 2011

According to Students Against Destructive Decisions (SADD) research, teens spend 44 percent more hours driving each week in the summer than during the school year. [Read more](#)

Explore More Teen Drivers Articles

Search the Learning Center

Most Recent | [Most Popular](#)

[Distracted Driving Problem Extends Beyond Texting](#)

by Holly Anderson, Editor in Chief | Dec 14, 2011

[Holly's Blog: Tools For Safe Teen Driving](#)

by Holly Anderson, Editor in Chief | Oct 19, 2011

[Tools for Teen Driving Safety](#)

by [SF SFLearn](#) State Farm™ Employee | Oct 17, 2011

[More Accidents Happen When Teens Are Out of School](#)

by [SF SFLearn](#) State Farm™ Employee | Jun 30, 2011

[Webbing While Driving](#)

by Jenny Li, Editor in Chief | Apr 28, 2011

Popular Articles in Auto

[The Do's And Don'ts of A Minor Car Accident](#)

[How To Stay Awake While Driving](#)

[What To Do If Your Car Catches Fire](#)

[Credit Impacts Loan Qualification, Rate](#)

[Blizzard Blows Into Central Plains, Southwest](#)

Questions?



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Auto

ZIP/Postal Code

[GO](#)

Facebook Activity



[Parking Tips To Help Avoid Door Dings | Auto | State Farm](#)

208 people recommend this.



[4 Remodeling Projects That May Pay Off | Maintenance | State Farm](#)

9 people recommend this.

State Farm examples



The Youth Advisory Board is charged with helping State Farm design and implement a \$5 million-a-year signature service-learning initiative to address important issues.



The Embrace Life® Awards program honors 13 men and women who have renewed their lives and inspired others through their perseverance following the loss of a spouse or parent.



The screenshot shows a YouTube video player for a video titled "The New Insurance Tax" by the channel "NoReinsuranceTax". The video has 23,325 views and a "Flag as inappropriate" button. The video content features a hand-drawn diagram illustrating the concept of risk and insurance. At the top, a circle labeled "You" is connected to a larger circle labeled "RISK". Below "RISK", three lines lead to three categories of insurance: "BUSINESS INSURANCE", "HOME INSURANCE", and "CATASTROPHE INSURANCE". Each category is further divided into "INSURERS" and "REINSURERS", with three lines leading to the word "RISK" for each. The diagram is set against a background of a house and a storm cloud.

YouTube
The New Insurance Tax
NoReinsuranceTax 1 video
23,325
Flag as inappropriate
HR 3424, a bill in Congress, threatens to drastically raise insurance rates
All Comments
Adding comments has been disabled for this video.

Suggestions

- 2:17
- 4:34
- 3:36
- 6:34
- 6:39
- 6:43
- by abctotmd 65 views
- by thumli 2,391 views

Around The Swiss Re

2:47 PM 6/26/2011





USAA Advocacy Center

Home

Take Action Now! Ask your senators to support the Merkley-Levin Amendment

A few weeks ago, I asked you to urge your senators to amend a portion of the Restoring American Financial Stability Act of 2010 (S. 3217) currently pending in the U.S. Senate. Today, I am writing to thank you for your efforts and inform you that your concerns were heard. Your outreach sent a strong message to the Senate and prompted the introduction of an amendment that addresses the concerns of USAA and our valued members.

As you now know, the Senate has been debating this sweeping financial reform bill which includes a provision, known as the Volcker Rule, which would limit the investment activities of banks and their affiliates. USAA supports financial reform that protects consumers, including limiting investment activities by banks. But, extending investment restrictions to our affiliated insurance company portfolios, which are already subject to well-defined state regulations, would drastically impact our ability to continue to offer our members a full spectrum of financial services products.

In response to your outpouring of e-mails and phone calls to senators, Sen. Jeff Merkley and Sen. Carl Levin introduced an amendment clarifying that the restrictions of the Volcker Rule should not adversely affect state-regulated insurance investments. Senators Merkley and Levin recognize the value and highly regulated nature of insurance portfolio investments made by entities like USAA and have crafted an amendment that will allow USAA to continue to serve our members as we do today. We need your support to ensure that this critical amendment is included in the final bill.

I am asking you to please contact your U.S. senators immediately and urge them to support the new Merkley-Levin Amendment (#3931).

Thank you again for your help and support,

Act Now!

Please fill out your contact information in the privacy-protected registration form below, which will help us identify your senators and create a personalized letter from you, and then click the CONTINUE button to:

- Review and submit your email to your senators, share with others, and;
- Read more about this important issue, including a link to [USAA's Newsroom](#) for more information on this piece of legislation.

Prefix: *

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Social Media, Liability and Insurance



Social media as risk management

Description	Example
Estimated costs should customers create hundreds of thousands of negative impressions about product quality	<p>\$50,000 of outside PR costs + \$100,000 extra ad media costs + \$50,000 extra customer service costs + \$100,00 lost executive time/focus + \$50,000 short-term sales loss + \$20,000 to fly advocates to facility + \$5,000 cash outlays (such as charities)</p> <p>= \$375,000 total for worst-case scenario</p>
Likelihood of occurrence	20% (once every 5 years)
Percent social media assets can mitigate effects	33% (because company's rapid response team can engage advocates, reduce loss costs)
Total value of risk mitigation	$\$375,000 \times 20\% \times 33\% = \$25,000$

Source: Forrester Research, Inc.

Lawsuits range from absurd to serious.

- A Michigan woman sued a man for more than \$8,000 in damages after a romance sparked on Facebook fizzled.
- Singer Courtney Love was sued in May 2011 for alleged defamation on Twitter by former lawyers representing her in a 2008 case to recover money allegedly stolen from her late husband's estate.
 - In March 2011, Love paid \$430,000 plus interest to settle a Twitter defamation lawsuit by her former designer over comments made on Twitter and MySpace.
- In Sept. 2011, the National Labor Relations Board found that a nonprofit organization unlawfully discharged employees after they posted comments on Facebook about working conditions.

■ Advertising Liability

- ◆ Truth in advertising; bloggers must disclose endorsements.

■ Cyberstalking

- ◆ Some state address this in general harassment statutes, while others have stand-alone laws.

■ Defamation

- ◆ Also trade libel for disparaging another's goods or services.

■ Employer's Liability

- ◆ Use of social media to recruit and research employees.

Areas where liability could arise (continued)

■ Intellectual Property.

- ◆ Copyrighted material off limits without permission.

■ Privacy Liability.

- ◆ Companies have a right to protect people who join their social networking pages.

■ Security Breach Liability.

- ◆ Keeping customer data and personal information secure.

■ Trade Secrets.

- ◆ Protecting your own information and that of competitors.
- ◆ Beware the spy who 'Likes' you.

- **Some people think they can say whatever they want online, yet most of us know better.**
 - ◆ What is your “listening platform” to pick up on the chatter?
 - ◆ How can you best manage the flow of information?
 - ◆ Have you reviewed your social media policy?

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*Thank you for your time
and your attention!*

Follow me @INSURINGFLA –
Or contact me the “old-fashioned way”
at lynnem@iii.org.