



**Actuaries
Institute**

Young Actuaries Program: Positioning for Success with Social Media

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Contents

- The power of social media
- Case studies: professionals using social media to their advantage
- How recruiters are using LinkedIn
- What does social media mean for actuaries?
- Wrap up

Straw poll: what is social media?



Necessary evil?



Cool/fun?

Time waster?

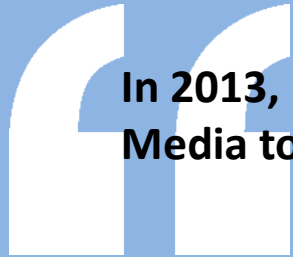


Important communications
channel?



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We are living in the digital age: social media has become a powerful force



In 2013, Mobile, Social Lead Shift From Traditional Media to Digital, 19 February 2013



FINANCIAL TIMES

Companies allowed to tweet #USEarnings, 2 April 2013

After bombings, social media informs (and misinforms), 23 April 2013



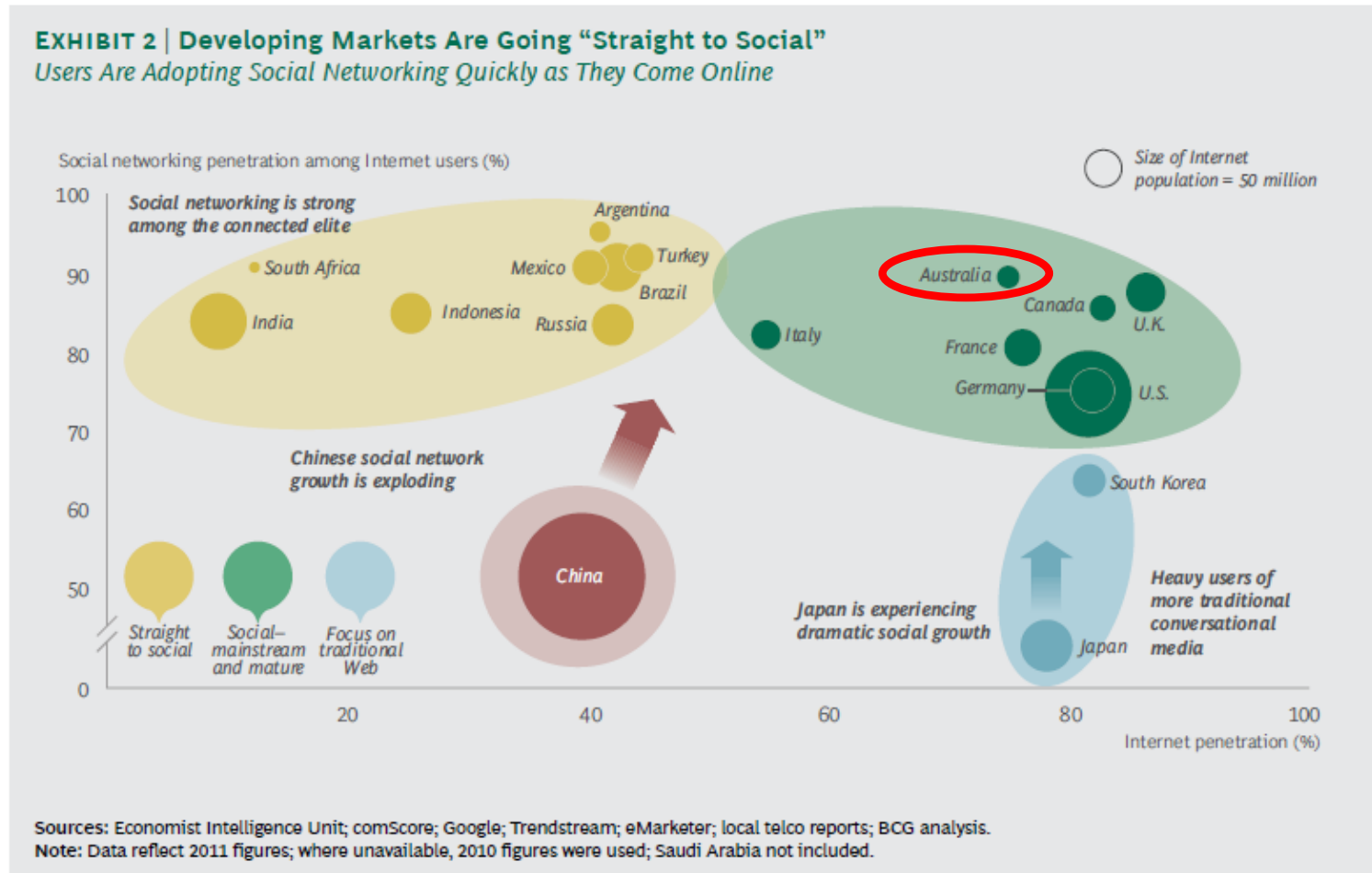
Twitter Speaks, Markets Listen and Fears Rise, 28 April 2013

The New York Times



Australia is a quick adapter of technology and we've embraced social media

G-20 Social media and Internet adoption rates

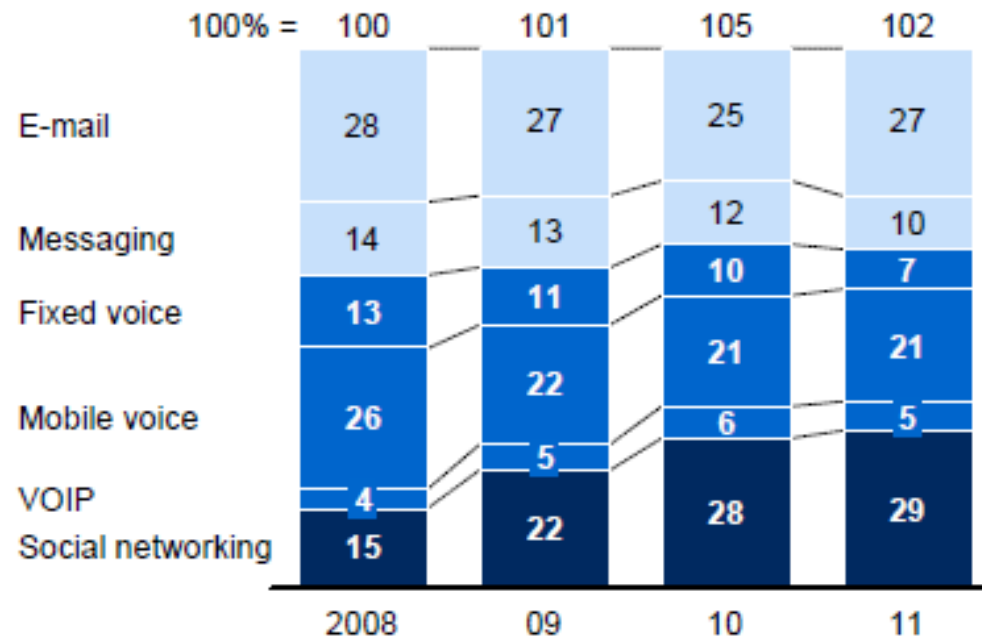


Communication is increasingly taking place via social networking

Use of social networks for communications nearly doubled from 2008 to 2011, while use of landline phones and instant messaging fell

Communication portfolio, 2008–11¹

%; average minutes of use per day, 2008 index



¹ Q: You mentioned several activities you do daily or almost daily. How much time do you spend doing these activities?

NOTE: Numbers may not sum due to rounding.

SOURCE: iConsumer survey 2008–11

Why bother with social media?

From a marketing perspective...

- Increases brand awareness – go viral in the right way
- Broadens reach – it's another touch point/comms and marketing channel
- Drives sales, reinforce our brand and service offerings
- Drives SEO
- Professional conversations are happening in social media



For Young Actuaries...

- **Promote**
 - Tell people who you are and what you're about
- **Position**
 - Start relationships with industry associations, organisations, other professionals bodies
 - Instigate industry discussion by sharing your thoughts on topical, professional issues
 - Demonstrate what you're interested in, what motivates you, what you're an expert at
- **People**
 - Connect with other professionals in your field
 - Build and develop relationships

Case studies of professionals using social media to their advantage

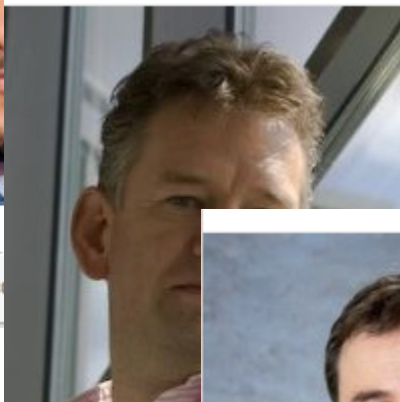


Abhishek Mittal

1st

Senior Consultant at Towers Watson, with South East Asia & South Asia expertise

Singapore | Management Consulting



Rick Crauwels

1st

Senior Pensions Lawyer at Towers Watson Legal Consulting & Governance

Eindhoven Area, Netherlands | Legal Services



Stephen Huppert

1st



Partner at Deloitte Actuaries & Consultants
Melbourne Area, Australia | Financial Services

Current Deloitte Australia

Previous Ernst & Young, Askit Consulting, BT Financial Group

Education Monash University

Send a message

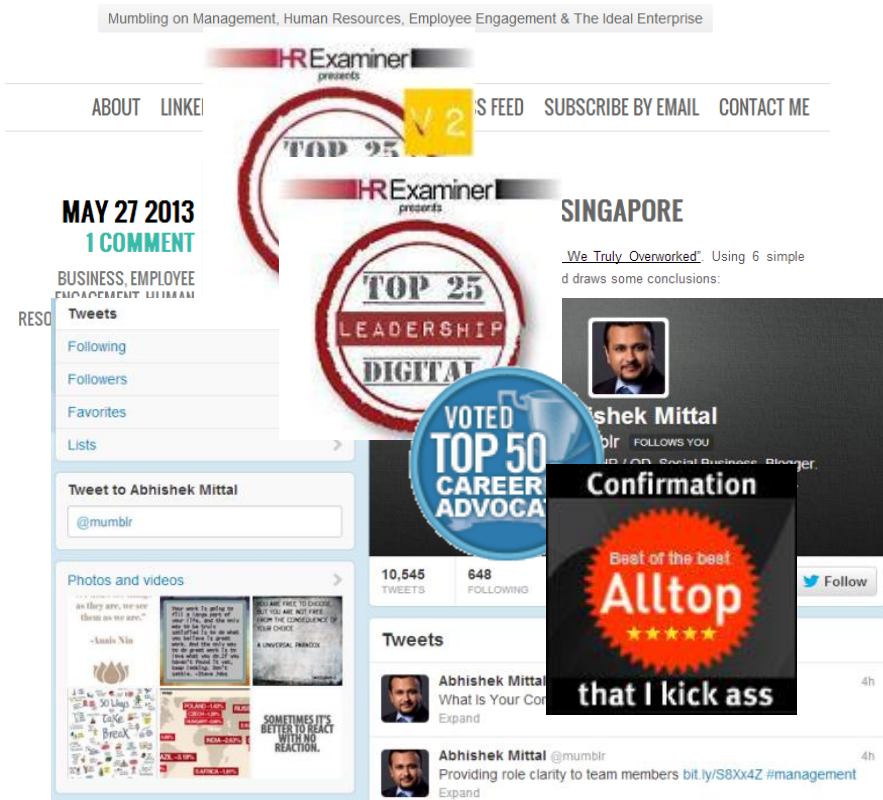


500+
connections

au.linkedin.com/in/stephenhuppert

Contact Info

MUMBLR



Mumblng on Management, Human Resources, Employee Engagement & The Ideal Enterprise

HR Examiner presents

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MAY 27 2013
1 COMMENT

BUSINESS, EMPLOYEE ENGAGEMENT, HUMAN RESOURCES

Tweets

Following

Followers

Favorites

Lists

Tweet to Abhishek Mittal

@mumblr

Photos and videos

as they are, we are them as we are."

-Luis Nix

you work to get up or you get up to work. BUT YOU ARE NOT FREE FROM THE CONSEQUENCE OF YOUR CHOICE.

A UNIVERSAL TRUTH

SOMETIMES IT'S BETTER TO REACT WITH NO REACTION.

HR Examiner presents

TOP 25 LEADERSHIP DIGITAL

VOTED TOP 50 CAREER ADVOCATE

Abhishek Mittal

10,545 TWEETS 648 FOLLOWING

Tweets

Abhishek Mittal @mumblr

What Is Your Core Value? Expand

Abhishek Mittal @mumblr

Providing role clarity to team members bit.ly/S8Xx4Z #management Expand

Confirmation

Best of the best

Alltop

that I kick ass

Observations, tips

- Initially you're going to have teething problems such as building up your network, building trust and engaging people. *It's not as if millions of people are there just waiting to find you.* It happens on any network and in real life
- You need to spend time on it
- Good way to keep track of what competitors are doing, they're all on there
- You can expand your network. There's a big community out there you can connect with that takes you outside your physical network – you have a much wider reach
- Fastest way to get up to speed on what's going on in your field

"Surprises me that not a whole lot of us are there (on social), we're in the knowledge business – this is a great way of sharing knowledge"



- Dutch Authority for the Financial Markets tweeted on a regulatory issue which stretched the legal borders of their area of expertise
- Rick reacted to a few of their posts, pointing out this was not a great idea
- Within a day, he had an invitation to have a discussion with them and gave them a deeper insight in his objections against the way AFM stretched its legal limits

Observations, tips

- Ideal way to start a discussion on a certain topic
- Ideal way to see what people are thinking about a topic by posting something and seeing what reaction you get
- Good way to contact and influence politicians in the pensions field
- On ROI, people are more aware of his expertise and it's easier to build up a name in the field through social media
- *Always count to ten before you click the tweet button*



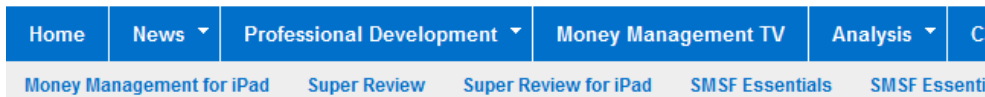
Getting the order right

January 16, 2013

☆ Read later

Money
Management

Inspired retirement.



[Home](#) / [Analysis](#) / [Superannuation](#) / [Archive](#) /

Making every cent count in retirement

4 August, 2011 [Caroline Munro](#) [0 comments](#)

Observations, tips

- Lots of lurkers, clients comment face to face, not online but at least they're looking!
- Social media is not broadcasting, it's social interaction. Don't forget "social"
- Don't be scared to use it
- Be prepared to experiment, see what others are doing, follow/unfollow on Twitter
- Has seen high ROI through Yammer in the workplace
- *Learn how to quickly delete posts in whatever platform you're using*

My social media experience

Tweets

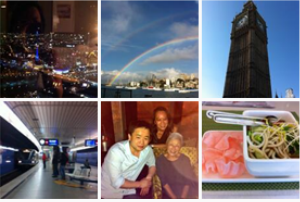
Following

Followers

Favorites


Lists

Photos and videos



Who to follow · Refresh · View all

Sportsbet.com.au @sportsb...




Sonja Lee
@sonjaklee


B2B marcomms head, reader, news junkie, foodie, water babe. Into ideas: thinking big, doing it better. Views are purely mine
Sydney, Australia

1,379 TWEETS 327 FOLLOWING 308 FOLLOWERS

[Edit profile](#)

Tweets

 **David Pilling** @davidpilling 4 Jul
"An ambassador is an honest gentleman paid to lie abroad for the good of his country" - definition spotted in Ricks' book on Bob Dylan
Retweeted by Sonja Lee
[Expand](#)



Sonja Lee
Marketing Director, Australia at Towers Watson
Sydney Area, Australia | Financial Services

Previous Watson Wyatt, The Boston Consulting Group, Sydney
Paralympic Organising Committee

Education University of Sydney

[Edit Profile](#)

456
connections

au.linkedin.com/in/sonjaklee/

[Contact Info](#)

Twitter

- Relationship building with key prospect
- You can keep up to date with what your prospects are doing (and they are often flattered by that!)
- Lots of super industry follows
- Powerful tool for industry conferences, very easy way to build your brand, meet new people with shared interest

Linked

- Several approaches on job opportunities via LinkedIn
- Keep in touch with global colleagues, see who's moving where
- Sourced some high quality candidates for vacant position



LinkedIn Recruiter Advanced Search screen

The screenshot displays the LinkedIn Recruiter Advanced Search interface. At the top, a navigation bar includes the LinkedIn logo, the 'Recruiter' tab, and links to 'Projects', 'Clipboard' (with a red badge showing '47'), 'Jobs', 'Reports', and 'More'. On the right side of the navigation bar are icons for notifications (a red badge showing '3') and a flag. Below the navigation bar is a search bar with a dropdown arrow, a 'Search...' placeholder, a menu icon, a magnifying glass icon, and the word 'Advanced'. The main content area is titled 'Advanced Search' and contains several search filters. On the left, there are input fields for 'Keywords:', 'First Name:', 'Last Name:', 'Location:' (with a dropdown menu set to 'Anywhere'), 'Job Title:' (with a dropdown menu set to 'Current Or Past'), 'Company:' (with a dropdown menu set to 'Current Or Past'), and 'Source:' (a list box with 'Any Source' selected). At the bottom left, there are checkboxes for 'Company Followers:' with options 'Follows Any Company' and 'Towers Watson'. On the right, there are checkboxes for 'People:' with options 'All People' (selected), 'Applicants on LinkedIn' (with a help icon), and 'People with | without' (with a dropdown menu set to 'In past year'). Below these are checkboxes for 'Any Activity', 'Messages', 'Notes', 'Tags', 'Reviews', 'Resumes', and 'Projects'. At the bottom right, there are input fields for 'In Notes:', 'In Tags:', 'In Reviews:', 'In Projects:', and 'In Reminders:'.

in Recruiter Projects Clipboard 47 Jobs Reports More

Search... Advanced

Advanced Search

Keywords:

First Name:

Last Name:

Location:

Job Title:

Company:

Source: ☒ Any Source
☐ College
☐ Conference
☐ From ATS
☐ From Email
☐ Job Board
☐ LinkedIn
☐ Not in

Company Followers: ☒ Follows Any Company
☐ Towers Watson

People: ☒ All People
☐ Applicants on LinkedIn ?
☐ People with | without

☐ Any Activity
☐ Messages
☐ Notes
☐ Tags
☐ Reviews
☐ Resumes
☐ Projects

In Notes:

In Tags:

In Reviews:

In Projects:

In Reminders:



LinkedIn Recruiter Advanced Search screen

The screenshot displays the LinkedIn Recruiter Advanced Search interface. At the top, a navigation bar includes the LinkedIn logo, the word 'Recruiter', and tabs for 'Projects', 'Clipboard' (with a red badge showing '47'), 'Jobs', 'Reports', and 'More'. On the right of the navigation bar are icons for a mail inbox (with a red badge showing '3') and a flag. Below the navigation bar is a search bar with a placeholder 'Search...' and a blue search button. To the right of the search bar is a tab labeled 'Advanced'. The main search area is divided into two columns. The left column contains filters for 'Custom Filters' (a dropdown), 'Industry' (a text input), 'School' (a text input), 'Starting' (a radio button with a dropdown and a 'to' dropdown), 'Ending' (a radio button with a dropdown and a 'to' dropdown), 'Degree' (a text input), and 'Field of Study' (a text input). The right column contains filters for 'Function' (a list with 'Any Function' checked, and 'Academics', 'Accounting', 'Administrative' unchecked), 'Seniority' (a list with 'Any Seniority Level' checked, and 'Manager', 'Owner', 'Partner' unchecked), and 'Groups' (a list with 'Any Group' checked, and 'Linked:Energy (Energy industry expertise)', 'Towers Watson' unchecked). Below these filters is a 'Show more...' button. At the bottom, there is a 'Sort by' dropdown set to 'Relevance' and a 'Tracking ID' text input with '(Optional)' below it. A large blue 'Search' button is centered at the bottom.

in® Recruiter Projects Clipboard 47 Jobs Reports More

Search... Advanced

Custom Filters: [dropdown]

Industry: [text input]

School: [text input]

Starting: [radio button] [dropdown] to [dropdown]

Ending: [radio button] [dropdown] to [dropdown]

Degree: [text input]

Field of Study: [text input]

Function: [checkbox checked] Any Function [checkbox] Academics [checkbox] Accounting [checkbox] Administrative

Seniority: [checkbox checked] Any Seniority Level [checkbox] Manager [checkbox] Owner [checkbox] Partner

Groups: [checkbox checked] Any Group [checkbox] Linked:Energy (Energy industry expertise) [checkbox] Towers Watson

Show more...

Sort by: Relevance [dropdown]

Tracking ID: [text input] (Optional)

Search



LinkedIn Recruiter search results

The screenshot shows the LinkedIn Recruiter interface. The top navigation bar includes 'Recruiter', 'Projects', 'Clipboard' (with 47 items), 'Jobs', 'Reports', and 'More'. A search bar with a magnifying glass icon and the word 'Advanced' is present. The left sidebar contains search filters: 'Keyword' (Actuarial AND Life Insurance), 'Location' (Australia), 'Postal Code' (2000), and 'Within' (25 mi / 40 km). Below these are 'Advanced keyword' options: 'All People' (checked), 'Applicants on LinkedIn', and 'People with | without' (with a dropdown for 'In past year' and sub-options like 'Any Activity', 'Messages', 'Notes', 'Tags', 'Reviews', and 'Resumes'). The main content area shows '527 results' and a 'Sort by: Relev' dropdown. Two search results are visible: Daniel Lee (1st, 500+ connections) and Tony Thomas (3rd, 182 connections). Both profiles include their current and past roles, education, and keywords.

Recruiter Projects Clipboard ⁴⁷ Jobs Reports More ³

Search... Advanced

Keyword: Actuarial AND Life Insurance

Location: Located in or near: Country: Australia Postal Code: 2000 Lookup Within: 25 mi (40 km)

+ Advanced keyword

☒ All People ☐ Applicants on LinkedIn ☐ People with | without In past year

☐ Any Activity ☐ Messages ☐ Notes ☐ Tags ☐ Reviews ☐ Resumes

527 results Sort by: Relev

Select: All | None Send Message

Daniel Lee 1st 500+
Recruitment specialist for **Actuarial** talent in **Life Insurance**, Australia
Sydney Area, Australia | Staffing and Recruiting

Current Senior Consultant at Darwin Rhodes
Past Recruitment Consultant at Darwin Rhodes
HR Assistant at Financial Services Authority
Case Manager/Employment Workshop Facilitator at Ministry of Social Development, Work & Income New Zealand

Education University of Canterbury
Keywords ... for the **Actuarial** profession. I have previously serviced **Life** and General **Insurance** roles ... more

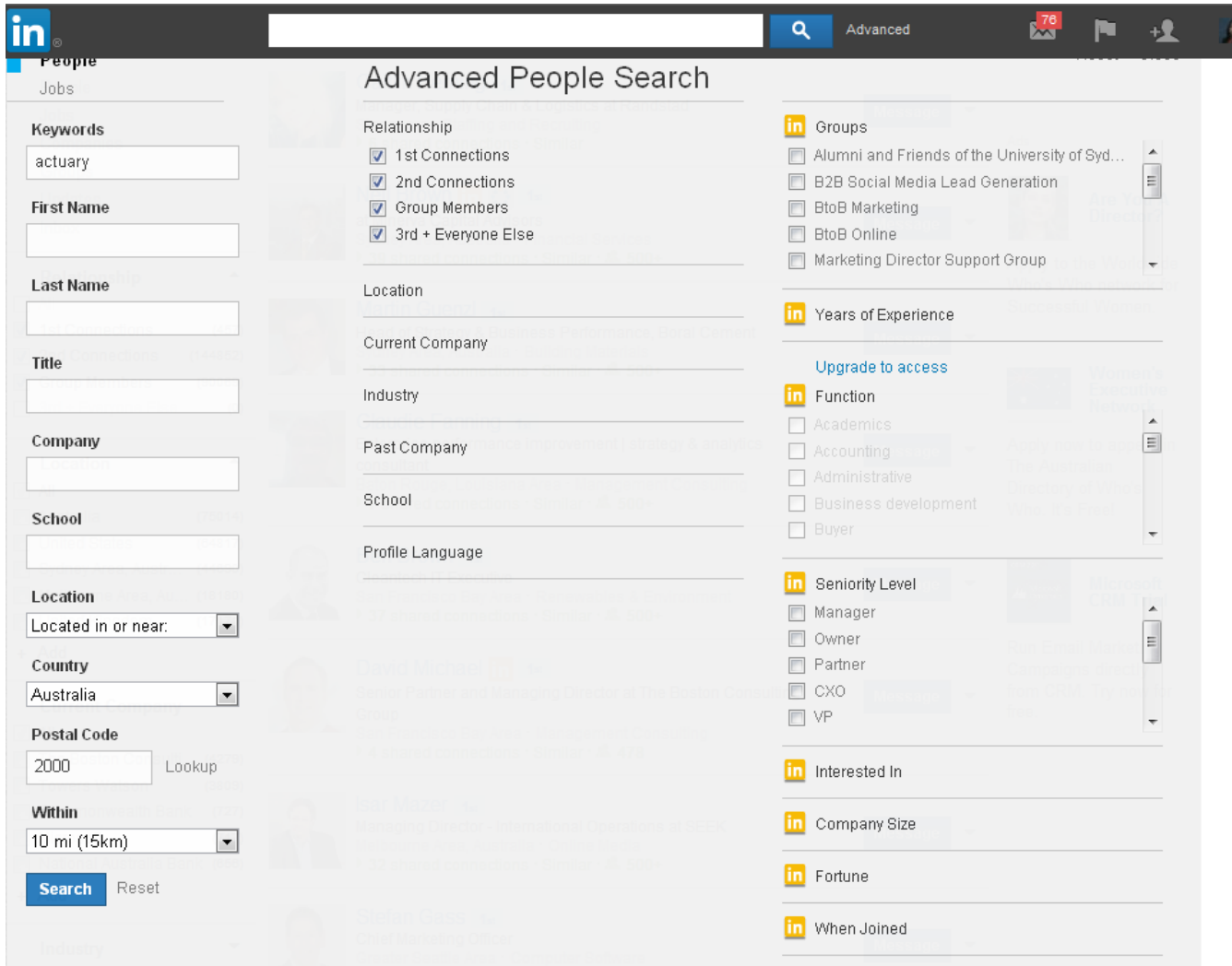
Tony Thomas 3rd 182
Head of Operations and IT at ClearView Wealth Limited
Sydney Area, Australia | Financial Services

Current Head of Operations and IT at ClearView Wealth Limited
Past Chief Financial Officer at Calliden **Insurance**
Business Transition Manager at TOWER Australia
Chief Information Officer at TOWER Australia
Chief Operating Officer at ... more

Education University of New England

With a premium account, I can also do helpful searches (i)

LinkedIn Premium search



The screenshot shows the LinkedIn Premium search interface. The top navigation bar includes the LinkedIn logo, a search bar, and a dropdown menu set to 'Advanced'. The main content area is titled 'Advanced People Search' and is divided into three columns.

Left Column (Filters):

- Keywords:** Input field containing 'actuary'.
- First Name:** Input field.
- Last Name:** Input field.
- Title:** Input field.
- Company:** Input field.
- School:** Input field.
- Location:** Dropdown menu with 'Located in or near:' selected.
- Country:** Dropdown menu with 'Australia' selected.
- Postal Code:** Input field with '2000' and a 'Lookup' button.
- Within:** Dropdown menu with '10 mi (15km)' selected.
- Search:** Blue button with a 'Reset' link next to it.

Middle Column (Filters):

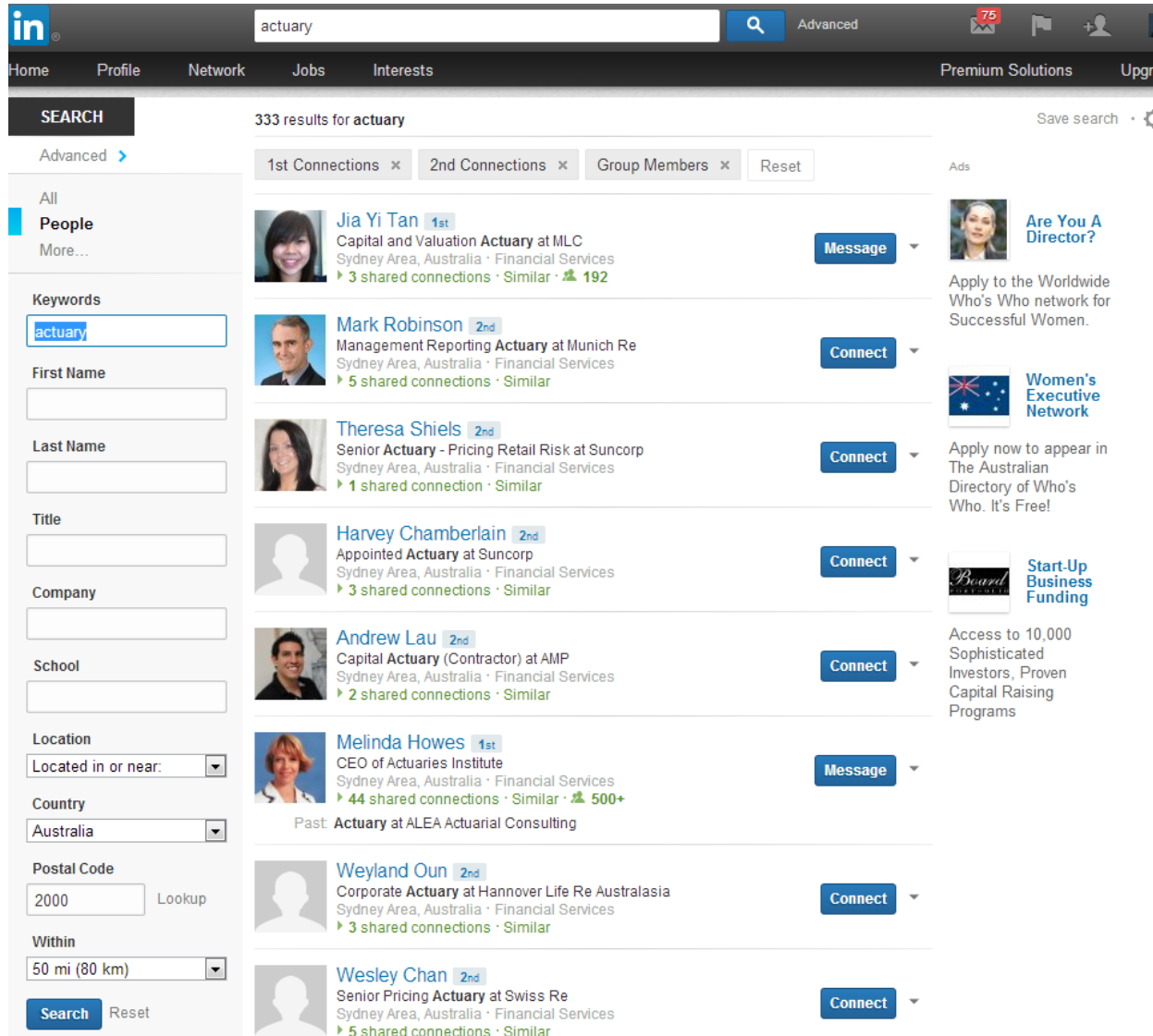
- Relationship:**
 - ☒ 1st Connections
 - ☒ 2nd Connections
 - ☒ Group Members
 - ☒ 3rd + Everyone Else
- Location:** Input field.
- Current Company:** Input field.
- Industry:** Input field.
- Past Company:** Input field.
- School:** Input field.
- Profile Language:** Input field.

Right Column (Filters):

- Groups:**
 - ☐ Alumni and Friends of the University of Syd...
 - ☐ B2B Social Media Lead Generation
 - ☐ BtoB Marketing
 - ☐ BtoB Online
 - ☐ Marketing Director Support Group
- Years of Experience:** Input field.
- Function:**
 - ☐ Academics
 - ☐ Accounting
 - ☐ Administrative
 - ☐ Business development
 - ☐ Buyer
- Seniority Level:**
 - ☐ Manager
 - ☐ Owner
 - ☐ Partner
 - ☐ CXO
 - ☐ VP
- Interested In:** Input field.
- Company Size:** Input field.
- Fortune:** Input field.
- When Joined:** Input field.

With a premium account, I can also do helpful searches (ii)

LinkedIn Premium search



The screenshot shows the LinkedIn Premium search interface. The search bar at the top contains the word "actuary". Below the search bar, the results are displayed as a list of profiles. The left sidebar contains filters for "All", "People", "Keywords", "First Name", "Last Name", "Title", "Company", "School", "Location", "Country", "Postal Code", and "Within". The main content area shows 333 results for "actuary". The results are filtered by "1st Connections", "2nd Connections", and "Group Members". The list of results includes:

- Jia Yi Tan** (1st): Capital and Valuation Actuary at MLC, Sydney Area, Australia · Financial Services. 3 shared connections · Similar · 192.
- Mark Robinson** (2nd): Management Reporting Actuary at Munich Re, Sydney Area, Australia · Financial Services. 5 shared connections · Similar.
- Theresa Shiels** (2nd): Senior Actuary - Pricing Retail Risk at Suncorp, Sydney Area, Australia · Financial Services. 1 shared connection · Similar.
- Harvey Chamberlain** (2nd): Appointed Actuary at Suncorp, Sydney Area, Australia · Financial Services. 3 shared connections · Similar.
- Andrew Lau** (2nd): Capital Actuary (Contractor) at AMP, Sydney Area, Australia · Financial Services. 2 shared connections · Similar.
- Melinda Howes** (1st): CEO of Actuaries Institute, Sydney Area, Australia · Financial Services. 44 shared connections · Similar · 500+.
- Weyland Oun** (2nd): Corporate Actuary at Hannover Life Re Australasia, Sydney Area, Australia · Financial Services. 3 shared connections · Similar.
- Wesley Chan** (2nd): Senior Pricing Actuary at Swiss Re, Sydney Area, Australia · Financial Services. 5 shared connections · Similar.

On the right side of the results, there are several advertisements:

- Are You A Director?**: Apply to the Worldwide Who's Who network for Successful Women.
- Women's Executive Network**: Apply now to appear in The Australian Directory of Who's Who. It's Free!
- Start-Up Business Funding**: Access to 10,000 Sophisticated Investors, Proven Capital Raising Programs.

My advice to young actuaries is to think about social media, be strategic

Vision/
mission

Do it

ROI

Be strategic	Don't
<ul style="list-style-type: none"> Decide which accounts are for what, how you want to position yourself and how you're going to demonstrate it Be open to new ideas and ways of doing things - is there first mover advantage on Twitter? 	<ul style="list-style-type: none"> Ignore social media, you don't want to be left behind Think of it in purely negative terms or act like an arch conservative
<ul style="list-style-type: none"> Be consistent in social media channels: use the same name, professional head shot of yourself 	<ul style="list-style-type: none"> Use dodgy, grainy or distant pictures of yourself
<ul style="list-style-type: none"> Be sensible – ask yourself whether you would be happy to see that in print and attributed to you Follow those that you're interested in and know 	<ul style="list-style-type: none"> Do professional social media while drinking (you might regret it the morning after) Link to people you don't know or can't trust on LinkedIn
<ul style="list-style-type: none"> Be genuine, honest 	<ul style="list-style-type: none"> Pretend to me something that you're not
<ul style="list-style-type: none"> Share interesting professional things: Interesting journal articles, thought pieces, Industry conferences, Relevant videos and pictures 	<ul style="list-style-type: none"> Post overly personal things on professional accounts and vice versa
<ul style="list-style-type: none"> Use hash tags when relevant, it's a good way to pick up followers: use key words on LinkedIn 	
<ul style="list-style-type: none"> Keep your accounts up to date, otherwise don't bother! Tweet one to three times a day is good Pilot things Use LinkedIn functionality – like, share, comment 	<ul style="list-style-type: none"> Over tweet or post things to LinkedIn, you might annoy people who will then unfollow you
<ul style="list-style-type: none"> Use something like Hootsuite or Buffer to track your click throughs and where they're coming from 	

Everything you say and do (or not) reflects on you

Conclusions

- People are connecting and communicating through social media – a potentially highly influential and powerful channel if harnessed in the right way
- Professionals can and do use social media effectively to promote themselves and their organisations
- Recruiters and managers are increasingly using LinkedIn to source candidates locally and globally

How are you going to harness the power of social media?

Questions?

Connect with me

@sonjaklee

<http://au.linkedin.com/in/sonjaklee>