

# SOCIAL MEDIA REFERENCE GUIDE



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# WHY SOCIAL MEDIA?

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## Power of Social Media

According to a recent survey, 90% of small businesses are spending time networking online.<sup>1</sup> This isn't just about using an exciting new tool - it's also about being on the cutting edge of technology! With social media, you can:

- **Share the Primerica Message.** Material posted on Primerica's official social media pages and blogs has been pre-approved and is written to help you build credibility and share the good news of the Primerica message. Take advantage of the awesome content that's already available!
- **Connect and Network.** Build relationships by developing an online network of contacts, and use those connections to help grow your warm market. The best part is that you can connect and catch up on your own schedule - from anywhere!
- **Reach Your Audience.** Approximately 84% of small business owners surveyed said they were using social media to reach customers at multiple touch points.<sup>2</sup> There are now so many ways to reach your warm market - Opportunity Meetings, email, face-to-face and now social media. It doesn't replace what you are already doing across the kitchen table, but it can help you get invited into more kitchens than ever before.
- **Establish a Presence.** Create an online presence that projects a positive, professional image of yourself and Primerica. When people search for your name, they will often find your social media profiles. This is an incredible opportunity to influence what people see when they look for you online!

Our social media policy positions you for the future and gives you the opportunity to network like never before. While it will never replace the things you're already doing to grow your business, it can be a powerful way to extend your influence and impact.

1. Castellanos, Dalina. "Survey: 90% of small-business owners are networking online." Los Angeles Times. Retrieved 20 December 2012 from <http://www.latimes.com/business/money/la-fi-mo-small-biz-survey-20120912,0,6925065.story>.

2. "Customer Reach, Engagement First Priority For Social Media Marketers." Marketing Charts. Retrieved 1 April 2013 from <http://www.marketingcharts.com/wp/direct/customer-reach-engagement-first-priority-for-social-media-marketers-23714/>.

# WHAT DO YOU NEED TO KNOW?

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## **Profile Name & Username**

When you are creating your social media accounts, it's always important to use your real name. People want to know exactly who they are talking to online, and you'll want to build a name for yourself when growing your business. This would be applicable, in particular, on LinkedIn or your personal Facebook account.

On Twitter, you create a "handle" - the username you'll go by on that platform. For accounts linked to Hearsay, you are permitted to use your abbreviated sales force designation in your handle, but you may not use company names, acronyms or abbreviations, such as PFS or PRI, or any other financial name or descriptor, like MoneyCoach or DebtEliminator.

Only Hearsay users may create a Facebook business page, and that page must remain linked to Hearsay once it is created. For purposes of consistency, the name of your Facebook business page must always be listed as "First Name Last Name - Primerica Representative" or "First Name Last Name - Primerica [your sales force designation]". So, for example, "John Smith - Primerica Regional Vice President" or "John Smith - Primerica RVP." You may not name your page Primerica or Primerica Financial Services, and it should not be named for your hierarchy or team as social media is not the appropriate forum to share internal content and concepts.

## **Position & Description**

If you choose to identify your affiliation with Primerica in any social media profile, you may only do so using your approved sales force designation or by identifying yourself as an independent representative. This includes listing this information in your Twitter bio, Facebook "About" section or LinkedIn profile.

For any page not linked to Hearsay, you may only use the company motto for any position description:

***Helping families earn more income and become properly protected, debt free and financially independent.***

Hearsay users will have access to pre-approved template language in Hearsay's Profile Library that can help them complete the rest of their profile, including filling out their position description. They may also submit profile content for pre-approval if the template language is insufficient for their individual needs.

**Important Note:** When you are filling out any profile online, you are prohibited from identifying yourself as a recruiter, trainer, coach, advisor, owner, employment director or human resources representative, registered representative, investment advisor representative, or any title other than your approved sales force designation or independent representative, as these titles form the basis of our most frequent complaints of misrepresentation.

1. Representatives in the Province of Quebec are prohibited from using the format that lists their sales force designation. Instead, they should utilize the "First Name Last Name - Primerica Representative" option.

# WHAT DO YOU NEED TO KNOW?

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## **Profile Pictures**

Your profile picture on any social media site should be an image of yourself. The picture should be professional and should instill confidence in those who are considering doing business with you.

You should not use Primerica images such as the company logo and/or product photos as your main profile picture on any social media site, as a cover photo on Facebook or as a background image on Twitter.

There are cover photos provided by our graphics department that are available in the Hearsay Profile Library for Hearsay users who would like to use a branded image on their Facebook business page.

## **Securities Content**

Our policy prohibits **all** securities-related content on social media. This includes a prohibition on product listings/specialties on LinkedIn, links to third party content in posts, and comments in specialized groups or forums.

Further, you are prohibited from making any investment recommendations online or discussing content, including articles and posts by third parties, referencing retirement or any related concepts, even if they appear to be generic.

This includes discussing content, including articles and posts by third parties, related to retirement, mutual funds, annuities, sales plans, managed accounts, dollar-cost averaging or related concepts.

You are also prohibited from sharing investing-related articles or discussing information about stocks, including Primerica's stock or its performance, on any social media site, blog or forum.

You also cannot send private messages or contact anyone online to share securities-related information nor can you communicate with your securities clients over social media about their accounts, or respond to private messages you may receive, on any social media platform.

## **Product Discussions**

In addition to securities content, no other product discussions or references are permitted on any social media outlet at this time. This includes making product solicitations or sharing articles that are in any way related to Primerica's products or services.

## **Private Information**

You are prohibited from posting any client names, phone numbers, policy numbers or similar private information to ensure we keep our clients' information safe and protected!

## WHAT DO YOU NEED TO KNOW?

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### **Earnings & Lifestyle Claims**

You must refrain from making any earnings or lifestyle claims on any social media site, even if they are accurate.

The FTC requires all earnings and lifestyle claims to be accompanied by important disclosures, including the average annual amount paid to representatives in the sales force. For this reason, we must prohibit earnings claims and lifestyle content.

One example of this type of content might be found on a LinkedIn profile. In the “Honors & Awards” section, it would be non-compliant to list that you have received the “\$200,000/year ring,” even if that is accurate. Although we can discuss reaching these significant milestones internally, this type of profile content violates the earnings prohibition since it does not disclose to members of the public how challenging it is to reach such a milestone or, more specifically, the number of people who ever actually reach it.

It’s also prohibited to make earnings or lifestyle claims in private messages. Just because it’s private doesn’t mean it’s allowed.

### **“Liking” & Sharing**

Anyone can post about Primerica as it relates to daily life. For example, posts about attending meetings or things you’re doing with your team can help share your excitement about the business. Keep in mind that these posts are still subject to the rules and limitations mentioned throughout this guide.

Unless it has been posted on an official Primerica page, you should not like, share or retweet any content that references products or services related to your Primerica business. Regulators have specifically stated that liking or retweeting can be considered an endorsement. It is for this reason that you should always use caution before sharing or taking action on such content.

Liking a business page on Facebook (as opposed to the specific content posted on the page) is not included in this restriction. For example, you can like the LEGG MASON page (which allows you to follow along with the content that is posted), but you CANNOT like specific posts from LEGG MASON (as this additional action can amount to “adoption” of the concepts, and is not just attributable to you but also the company).

Just because something is posted by your upline or another representative doesn’t mean it is approved for you to share or retweet. You should never repost anything that references products or would constitute a product solicitation. Generic quotes and other positive messages unrelated to Primerica’s products and services are exempt from this prohibition.

# WHAT DO YOU NEED TO KNOW?

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## **Networking & Communication**

Sending mass messages, mass friend requests or trying to connect with large numbers of people you don't know on any social media site is a bad business practice. Not only do these actions violate each site's Terms of Use, but they can also be reported as spam. Primerica strongly discourages you from engaging in this type of behavior.

This also applies to posting your phone number. Posting your phone number for the purpose of drumming up business also violates Primerica's non-solicitation policy on social media, and is prohibited. Note: This restriction does not apply to Hearsay users when including their office number on their Facebook business page in the contact information section.

It's also important to note that only Hearsay users can contact a prospect online to discuss the business opportunity. While anyone can build relationships online, non-Hearsay users must take any business-related conversation offline.

For example, you might post about how much you enjoyed your office's Opportunity Meeting the night before. If a friend comments on your status and expresses interest, you should suggest getting together offline for further discussion.

## **Links**

All representatives can include links to most official Primerica websites, including their official business card website, in any social media profile.

Here are the corporate websites you may include in your social media profiles:

[Primerica - www.primerica.com](http://www.primerica.com)

[Primerica Canada - www.primericacanada.ca](http://www.primericacanada.ca)

[Primerica Business Opportunity - www.primericabusinessopportunity.com](http://www.primericabusinessopportunity.com)

[Primerica Newsroom - www.news.primerica.com](http://www.news.primerica.com)

[Primerica Latino - www.primericalatino.com](http://www.primericalatino.com)

[Primerica AALC - www.primericaaal.com](http://www.primericaaal.com)

[Generation Primerica - www.generationprimerica.com](http://www.generationprimerica.com)

[Women In Primerica - www.womeninprimerica.com](http://www.womeninprimerica.com)

[Primerica Blog - www.askprimerica.com](http://www.askprimerica.com)

[Primerica Technology Blog - www.primericatechnology.com](http://www.primericatechnology.com)

[Freedom Lives Here - www.freedomliveshere.com](http://www.freedomliveshere.com)

[Primerica Photos - www.pfsnet.com](http://www.pfsnet.com)

[Primerica on Facebook - www.facebook.com/primerica](http://www.facebook.com/primerica)

[Primerica on Twitter - www.twitter.com/primerica](http://www.twitter.com/primerica)

[Primerica on LinkedIn - www.linkedin.com/company/primerica\\_4416](http://www.linkedin.com/company/primerica_4416)

[Primerica on Google+ - www.google.com/+primerica](http://www.google.com/+primerica) or search "+Primerica" on Google

[Primerica on Youtube - www.youtube.com/primerica](http://www.youtube.com/primerica)

No one should post links to these sites in their status updates or tweets when the intent of such posts is for solicitation purposes.

## WHAT DO YOU NEED TO KNOW?

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### **Recommendations & Endorsements**

There is one profile feature that requires special attention, particularly on LinkedIn. You are absolutely required to “hide” any existing recommendations and refrain from approving any future recommendations related to your Primerica business or your experience in the financial services industry. You are also prohibited from providing recommendations for other representatives, including your downlines.

This is particularly important for anyone who is securities-licensed, as the Securities and Exchange Commission strictly prohibits testimonials, and has stated that they consider LinkedIn recommendations to constitute such prohibited testimonials.

LinkedIn also has a feature called endorsements, which are also prohibited as they are testimonial in nature. As a result, you are prohibited from having any endorsements, including endorsements of specific skills, related to your Primerica business.

If you need help understanding how to restrict or disable these features, you can find step-by-step instructions on the Field Instruction tab on POL.

### **Skills, Specialties & Licenses**

Non-Hearsay users are prohibited from listing skills, specialties or license designations related to their Primerica business on any social media site.

Hearsay users may refer to the Hearsay Profile Library for a selection of pre-approved skills that they may include in their profile. All other skills must be submitted for pre-approval through Hearsay.

Our securities prohibition also applies to any social media outlet where you would potentially list your skills, specialties or licenses.

So, for example, listing skills like “401K Rollovers” or “Debt Elimination” or specialties like “Investing Expert” or “Financial Planning” are strictly prohibited. Each of these pose not only a regulatory risk, but could be perceived as being misleading. Our policy prohibits any of this content on social media.

One caveat: you may list your licenses (like your Series 6, Series 26, etc.) in the applicable section of your LinkedIn profile.

### **Private Groups**

Due to regulatory requirements and Primerica's obligation to monitor such activities, non-Hearsay users cannot join other private groups related to their Primerica business or its products, including any securities, investing or financial services groups.

While Hearsay users may join groups related to networking for your business, you are prohibited from joining groups related to securities or investing on any social media outlet.

Specifically, you are prohibited from posting content in any group that is related to Primerica's products, including discussing or soliciting securities products or making investment recommendations, within any group to which you belong or follow. Also prohibited are references to or discussions about non-PFSI investments, including your own personal investments, since such discussions could be deemed to be selling away.



# WHAT DO YOU NEED TO KNOW?

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## **Events**

Only one type of event can be mentioned on social media - the Opportunity Meeting. Any references to hosting an Opp Meeting or invitations to an Opp Meeting may only be included on social media pages that are properly linked to Hearsay.

Understand that regardless of whether or not you have received the mandatory Home Office pre-approval for a client event, such as securities or investment-related seminars, job fairs or Financial Wellness Workshops, you are strictly prohibited from posting about or creating event invitations on social media for anything other than an Opp Meeting.

Please refer to Section 13.5 of the Advertising Handbook and page 15 of this guide for approved Opportunity Meeting event language.

## **YouTube & Video Content**

Company-approved public video content posted on Primerica's corporate YouTube page ([www.youtube.com/primerica](http://www.youtube.com/primerica)) can be viewed and shared by any representative. However, you are prohibited from copying and/or distributing these videos. That can be done by downloading company videos and re-uploading them to a different channel, or by posting them to another video platform for distribution.

All representatives are also prohibited from posting any videos online that reference your Primerica business in any way. This includes tapings of seminars, Opp Nights, training or recognition meetings or any videos of Primerica-sponsored events, even if the video is solely intended to depict your own presence at those meetings.

## **Responsibility for Posted Content**

Remember that YOU are ultimately responsible for everything posted on your accounts or included in your profiles related to your Primerica business, even if you have an office manager or partner helping you maintain your social media presence.

## **Find the Policy**

You will always find the most updated policy in Section 13.5 of the Advertising Handbook on POL. Please check that often for updates.

### **Prohibited for Everyone On All Social Media Outlets**

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Securities Content (see pg. 4)

Product Discussions & Solicitations (see pg. 4)

Private Information (see pg. 4)

Earnings & Lifestyle Claims (see pg. 5)

Recommendations & Endorsements (see pg. 7)

### **Permitted for Everyone On All Social Media Outlets**

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List correct sales force designation or Independent representative as position and Primerica as the company in applicable section of your profiles.

Use the Primerica motto as your position description.

Include link to business card website and/or approved Primerica websites in your profile information.

Share any of the posts from Primerica's corporate social media accounts.

Connect to friends and build relationships.

# WHAT CAN YOU DO?

## Facebook Personal Profile All Representatives



### You Can:

- Everything previously mentioned as permitted on all outlets.
- Post about Primerica as it relates to your daily life. For example: "I had a great meeting with my Primerica team last night. Excited about this business!"
- Post photos from company trips.

### You Cannot:

- Do any of the things previously stated as prohibited in the Guide.
- Use images like Primerica's logo, ring photos, or product photos as your main profile picture or cover photo.
- Upload videos from Primerica trips or any Primerica meeting, such as Opportunity Meetings, Financial Wellness Workshops or Fast Start School meetings.
- Attempt to solicit business by posting your business card website or your phone number as a status update.
- Join or create groups related to Primerica.

## Facebook Business Page Hearsay Users (with Facebook Business Page Linked to Hearsay) Only



### You Can:

- Name your page [First Name Last Name] - Primerica Representative or [First Name Last Name] - Primerica [Correct Sales Force Designation]<sup>1</sup>.  
For example:
    - John Smith - Primerica Representative
    - John Smith - Primerica Regional Vice President
  - Use a picture of yourself for your profile picture and a Primerica image from the Profile Library for your cover photo.
  - Update your page with this information:
    - Contact information, such as your phone number and email address
    - Office hours, location and directions
    - A description of your business (pre-approved descriptions will be available in Hearsay; custom content should be submitted through Hearsay for compliance review and pre-approval)
    - Links to other online presences, such as your official business card website or your Twitter and LinkedIn pages
  - Upload photo albums.
  - Fill out the page timeline with your history in Primerica.
  - Share content from the corporate Facebook page or the Hearsay Content Library. You may also create your own content, as long as it meets the previously discussed guidelines.
  - Create a Facebook Event for Opportunity Meetings only, using the provided and pre-approved language provided on page 15 of this guide.
  - Invite friends to like your page and share that you created a business page with your personal Facebook friends. See "How to Build Your Audience" PDF on Field Instruction tab on POL for instructions on how to find and use this Facebook feature.
1. Representatives in the Province of Quebec are prohibited from using the format that lists their sales force designation. Instead, they should utilize the "First Name Last Name - Primerica Representative" option.

# WHAT CAN YOU DO?

## You Cannot:

- Do any of the things previously stated as prohibited in the Guide.
- Name your page Primerica or Primerica Financial Services or for your hierarchy or team.
- Use Primerica images, other than those provided in the Profile Library, for your Facebook business page cover photo.
- Have any recommendations or endorsements on your page.
- Create Facebook events for anything other than Opportunity Meetings.

## Twitter

### All Representatives



## You Can:

- Everything previously mentioned as permitted on all outlets.
- Use your correct sales force designation abbreviation in your Twitter handle/username.
- Share motivational messages, general team communications, company-approved tweets from the official Primerica Twitter account or Twitter that reference Primerica as it relates to your daily life.

## You Cannot:

- Use company names, acronyms or abbreviations, such as PFS or PRI, or any other financial name or descriptor, like MoneyCoach or DebtEliminator, in your Twitter handle/username.
- Use images like Primerica's logo, ring photos, or product photos as your main profile picture or background image.
- Retweet anything, including content posted by other representatives, referencing products or constituting a product solicitation.
- Post or retweet a dial-in number for an internal-only conference call.
- Attempt to solicit business by posting your business card website or your phone number as a status update.

# WHAT CAN YOU DO?

## Hearsay Users (with Twitter Profile Linked to Hearsay)

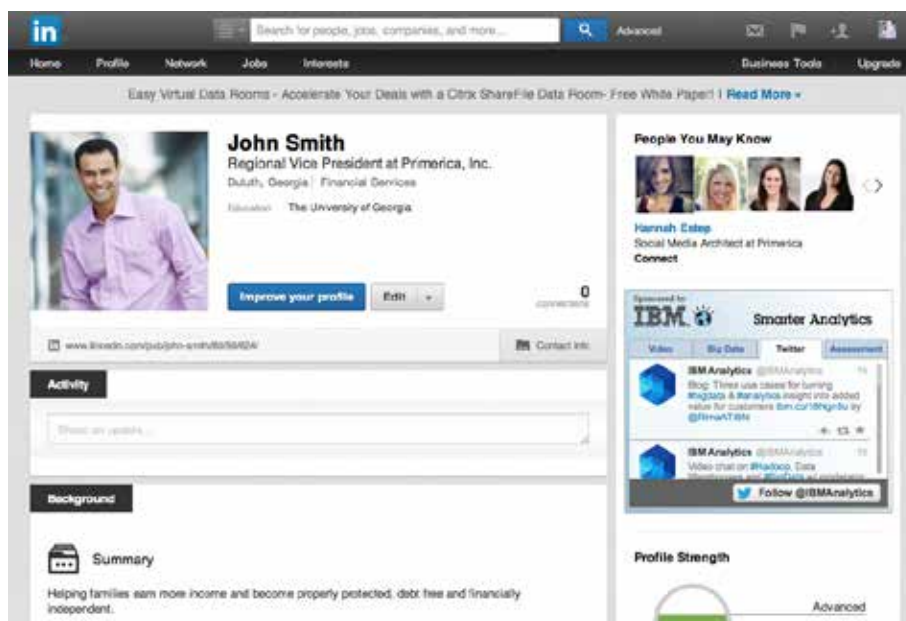
### You Can:

- Can do everything previously mentioned, as well as share approved tweets that have been made available in the content library.
- Engage in general business-related networking activities, but these posts will be subject to all of the limitations previously discussed in this guide.

### You Cannot:

- Use company names, acronyms or abbreviations, such as PFS or PRI, or any other financial name or descriptor, like MoneyCoach or DebtEliminator, in your Twitter handle/username.
- Use images like Primerica's logo, ring photos, or product photos as your main profile picture or background image.
- Retweet anything, including content posted by other representatives, referencing products or constituting a product solicitation.
- Post or retweet a dial-in number for an internal-only conference call.
- Attempt to solicit business by posting your business card website or your phone number as a status update.

## LinkedIn All Representatives



### You Can:

- Everything previously mentioned as permitted on all outlets.
- Create and fill out a LinkedIn profile.
- Build your network by connecting to friends and acquaintances.

## WHAT CAN YOU DO?

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### **You Cannot:**

- Join any private groups related to your Primerica business.
- Have recommendations or endorsements related to your Primerica business.
- List any skills, specialties or licenses related to your Primerica business.

### **Hearsay Users (with LinkedIn Profile Linked to Hearsay)**

#### **You Can:**

- Use the Profile Library to fill out with LinkedIn profile, including your position description and approved skills.
- Add connections and grow your network.
- Contact prospects via private message about the Primerica opportunity using the approved language provided on page 15.
- Join groups related to networking for your business.
- List your licenses in the applicable section on your LinkedIn profile.

#### **You Cannot:**

- Have recommendations or endorsements related to your Primerica business.
- List any skills or specialties related to securities.
- Join groups related to securities or investing.
- Post content that is related to Primerica's products, including discussing or soliciting securities products or making investment recommendations within any group to which you belong or follow.

## WHAT CAN YOU SAY?

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### Events

**Only Hearsay users are permitted to post about Opportunity Meetings on their accounts linked to Hearsay using the following pre-approved language.**

#### Option 1:

Go into business for yourself, but not by yourself! Primerica offers a unique entrepreneurial opportunity focused on helping Main Street families. For more information stop by our office's upcoming opportunity meeting on [DATE] at [TIME] in [LOCATION].

#### Option 2:

Want to be your own boss? Work your own hours? Make extra money? Then the Primerica business opportunity could be just what you've been looking for! Our office is hosting an opportunity meeting on [DATE] at [TIME] in [LOCATION]. We'd love to have you join and find out more about what Primerica can offer.

#### Option 3:

Help Families, Help Yourself. Build your business by helping families solve their financial problems. You determine your hours and compensation potential! For more information stop by our office's upcoming opportunity meeting on [DATE] at [TIME] in [LOCATION].

### Private Messages

**Only Hearsay users are permitted to send private messages on LinkedIn about the Primerica Business Opportunity using the following pre-approved language.**

#### Option 1:

Hi [NAME],

I'm a [SALES FORCE DESIGNATION] with Primerica, and I just wanted to introduce myself. I'm always interested in networking with motivated people that might be interested in a business opportunity with unlimited income potential. If you want more information, just let me know. Either way, thanks and have a great day!

Thanks,

[NAME]

[SALES FORCE DESIGNATION]

[PHONE NUMBER / EMAIL]

[REP WEBSITE LINK]



## WHAT CAN YOU SAY?

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### Option 2:

Hi [NAME],

I'm a [SALES FORCE DESIGNATION] with Primerica, and we're currently expanding in the [CITY] area. Do you know of anyone who might be interested in a part-time or full-time opportunity where they determine their own hours and compensation potential?

Thanks,

[NAME]  
[SALES FORCE DESIGNATION]  
[PHONE NUMBER / EMAIL]  
[REP WEBSITE LINK]

### Option 3:

Hi [NAME],

I'm a [SALES FORCE DESIGNATION] with Primerica, and I just wanted to take a moment to introduce myself. I found your profile through [MUTUAL FRIEND'S NAME], and I thought it seemed like you might be a good fit for Primerica's business opportunity. Let me know if you'd be interested in discussing further!

Thanks,

[NAME]  
[SALES FORCE DESIGNATION]  
[PHONE NUMBER / EMAIL]  
[REP WEBSITE LINK]

# WHAT DO YOU NEED TO KNOW ABOUT HEARSAY?

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## **Primerica's Obligation to Supervise**

Based on various regulatory requirements, Primerica has an obligation to supervise the use of social media by our representatives. We are required to ensure compliance by monitoring and archiving all social media content that relates to "business as such."

Because of this, Primerica has partnered with Hearsay Social, a marketing and compliance tool, to give our representatives additional opportunities to use social media.

## **What is Hearsay?**

Hearsay Social is a marketing and compliance tool that enables its users to do social media the right way. Once you're added to the Hearsay platform, you'll access it through a link in POL.

Hearsay is a tool that allows you to manage and make the most of your social media presence while helping you remain compliant. There's no additional cost to using the Hearsay platform.

You will need to create accounts on the social media outlets that you intend to use before you will be able to link them to Hearsay. If you need help getting started, check the social media section on the Field Instruction tab of POL.

## **Benefits of Hearsay**

When you use Hearsay, you'll have access to many of the incredible tools within its platform. You can:

- Access a library of pre-approved marketing content that you can post on your social media accounts
- Use pre-approved information that helps you fill out your social media profiles and put your best foot forward online
- See who you're connected to online, and view your entire relationship history
- Create your own marketing content and submit it for approval
- Review and respond to everything that's happening across all of your linked social media accounts in the Activity Stream
- Receive updates on connections' key life events, like birthdays, new babies, engagements, and job changes, to help you start valuable conversations

## **Hearsay Availability**

Hearsay Social is only available for RVPs and above at this time. Unfortunately, we cannot provide access to Hearsay for RVP Partners or Office Managers - only those who qualify as RVPs and above on their own will be able to participate.

## **Signing Up**

All RVPs and above should see a blue Hearsay link in the top right corner of POL. Just click that link to access the social media compliance training course and get started on Hearsay Social.

If you do not see the blue Hearsay link, email your name and solution number to [socialmedia@primerica.com](mailto:socialmedia@primerica.com) to be added to Hearsay.

# WHAT DO YOU NEED TO KNOW ABOUT HEARSAY?

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## Getting Started

In less than 10 minutes, you will be able to start sharing the Primerica message with your friends and connections. Here are the five steps to get started with Hearsay:

1. You will need to create accounts on the social media outlets that you intend to use before you will be able to link them to Hearsay.\*
2. Sign in to Primerica Online just like you do every day.
3. Click the blue link to "hearsay" in the top right corner of Primerica Online.
4. Watch the social media training video. Once completed, you'll then sign the attestation stating that you have watched the video, understand our social media policy and agree to abide by the rules.
5. Click the "Continue" button to complete the training, launch Hearsay and connect your social media accounts to the platform.

Please Note: You must go all the way through the course and click the button that says "Launch Hearsay." If you exit at any time before that button, you will have to start again at the beginning of the course the next time you click the "Hearsay" link.

It is recommended that you access the course using Internet Explorer or Safari as your browser. Also, make sure you disable your pop-up blocker so that you'll be able to complete the attestations.

\* If you need help creating your accounts, we've got you covered! Just click "Field Instruction" under the Field Instruction tab drop-down menu, and look for "Social Media" at the bottom of the right-hand menu.

## Getting Help

Click "Help," which is located in the top right corner of the Hearsay platform, if you have any questions about using Hearsay. You will be able to ask a question, describe your problem, access the Learning Center or send them an email. The Learning Center contains user guides, answers to FAQs and videos explaining the Hearsay platform.

If you have questions related to our social media or our policy, call Marketing Advisory at 770-564-7623 or email us at [socialmedia@primerica.com](mailto:socialmedia@primerica.com).



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46756 / 913 / 12SOC06-3  
Version 9.2013