



University of Wisconsin-Madison

UW E-Business Consortium

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Project Report

Social Media Best Practices for Achieving Business Value

Project Sponsor

American Family Insurance

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Executive Summary

The objective of this project was to aid American Family Insurance (AmFam) in developing its social media strategy by performing a competitive analysis and research on leading practices on the uses of social media. Social media refers to online media that facilitates interaction and conversation as compared to traditional media that deliver content but do not necessarily enable readers, viewers, or listeners to participate or interact with each other. YouTube, Facebook and Twitter are examples of popular social media platforms.

We provide a competitive analysis of social media adoption in the insurance industry, specifically automobile and home insurance companies that ranked above or slightly below AmFam in the J.D. Powers customer satisfaction report. For each company, their involvement on three of the most popular social media channel is listed and described, including the number of fans these companies have on their Facebook profile, the level of interaction between the company and the fans, and the frequency of company postings on these channels. Examples of company postings include comments, pictures, events and videos.

After researching the activities of AmFam competitors, several recommendations are proposed based on the successful methods practiced by these companies on various channels. To provide more support for these recommendations, this report also provides insights gained from some popular successful and failed social media campaigns by companies in various industries.

For our proposed recommendations, we also provide suggested activities to pose to the Customer Council. Feedback from the Customer Council will help AmFam to validate and incorporate social media strategy into its digital marketing campaigns.

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