

# 2022 Social Selling Content Study

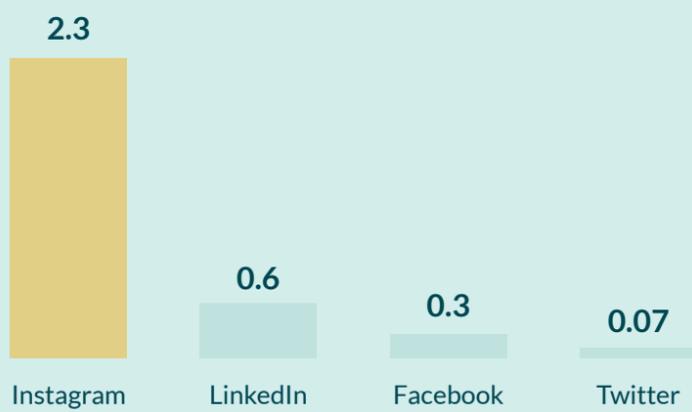
## At a glance

For the past five years, Hearsay Systems has surveyed how financial professionals use digital tools for effective social selling. What types of content are firms and professionals sharing? What hit the mark and what fell flat? How is social content evolving? We dove deep to answer these questions and many more, surveying data from more than 200,000 advisors and agents from 100 leading global financial services firms who used the Hearsay platform during the 2021 calendar year. Here are the highlights.



### While LinkedIn and Facebook dominate, we expect Instagram to gain ground

88% of all posts published in the Hearsay network originated from LinkedIn (48%) and Facebook (40%).



Instagram drove the highest engagement rates across all lines of business but accounted for less than 2% of all published posts.

[View our best practices for Instagram here.](#)

### Incomplete profiles remain a missed opportunity for a quick win



Less than 45% of LinkedIn profiles had a background photo, and 40% did not include a phone number. Almost 25% lacked a summary.



Over 52% of Facebook profiles lacked a Description, which help serve as an engaging introduction to an advisor or agent's personal brand.



A complete LinkedIn profile can increase the chances of meeting growth targets by more than 2x.\*

\*The LinkedIn State of Sales Report 2021

### The right message—and the right elements—matter when it comes to posts



Principles-based messaging (focused on ESG, diversity and inclusion, and women) drove the highest engagement rates, but was the least published.



Text-only posts (without a link, image or video) drove the most engagement; these posts were most likely to be original or custom content from the agent or advisor.

### Beyond social to texting From 1:Many to 1:1

Amidst the rise in digital noise, moving from social media to 1:1 channels like texting bypasses overflowing inboxes to drive deeper connections with clients.



**4 min 45 sec**

Average client response time to a text sent by an advisor/agent

**8–9 am and 1–3 pm**

delivered the fastest text response times