

5 Steps to Developing Brand Ambassadors

If you've spent any time analyzing your organization's Facebook page analytics, you know that it is becoming increasingly difficult to reach your fan base. Even the most active brands producing engaging content can struggle to reach 10 percent of their fans with a given post.

The first step towards solving the reach dilemma is going back to the core of what social media is all about... building and maintaining relationships on a one to one level. In other words, being social using personal profiles. After all, social networks became popular as a way for individuals to connect not because it was a platform for free advertising. Posts by individuals receive more impressions in the Facebook news feed and more attention from users on every platform. This creates the opportunity to amplify your brand message through individual brand ambassadors who help share the work and the products you offer.

The Brand Ambassador Program

Establishing a brand ambassador program is a low-cost and highly effective way to extend the reach of your organization's presence on social media. When embarking on this mission, you and your ambassadors should keep some things in mind:

1. Everyone should understand the brand. All content regarding your organization should reflect your brand identity and brand standards. Brand identity is a value system that should be maintained.
2. Brand ambassadors should be willing to accept that their personal and work lives are entwined. As an ambassador, he or she is always being judged and should be aware of that, even when making personal posts.

3. Messages should be relevant and engaging; ambassadors should share the wealth of their knowledge about your organization's field. This creates credibility.
4. Brand ambassadors should trumpet their own professional accomplishments as well as the organizations accomplishments.
5. Leaders should create a reward system and a culture of sales to encourage ambassadors to build relationships for the organization.

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Cybersecurity on a Limited Budget

SiteLock President Neill Feather recently shared some predictions about the state of cybersecurity in 2018 with Small Business Trends, along with some tips for protecting their online data and assets.

One of the major trends Feather noted is that small companies are becoming increasingly dissatisfied with their security solutions, but no matter how much you pay, there are no options that eliminate 100% of the risk. While it's still a good idea to pay for security solutions when you can afford it, you also should take some simple steps on your own to better your chances of avoiding an attack. Here are some inexpensive cybersecurity measures from Feather that are easy to implement and don't cost much.

Two-Factor Authentication

Two-factor authentication usually entails the user entering a password and then receiving a code via text or email that they have to enter to access the account. Two-factor authentication is already an option on platforms like Google, Apple, Microsoft and Twitter.

Delete Unused Accounts

When you're going through online accounts and changing passwords, you might notice some of them that you rarely use or that just don't offer any value for your business. Take the extra step of deleting or deactivating any accounts you no longer use.

Improve Your Passwords

You can invest in a password manager, which can range from about \$15 to \$40, to help you manage different secure passwords for every account.

* Excerpts from <https://smallbiztrends.com/2018/01/inexpensive-cybersecurity-measures.html>

Low-Cost Wellness Resources for Small Businesses



Wellness programs can be beneficial for businesses of any size. Small businesses, though, may have an upper hand when it comes to wellness programs, because they often achieve higher rates of participation and

their programs are generally easier to implement. The key to developing an effective wellness program is to keep it simple and manageable.

Use the low-cost resources identified in this article to help develop, implement and evaluate your workplace wellness program.

Health Risk Assessments

Health risk assessments ask a series of questions about one's medical history and lifestyle in order to identify health risks. This information can then be used by employers to drive targeted wellness efforts.

The following are potential ways for completing health risk assessments:

- Contact your health plan to see what health risk assessments they offer.
- Send employees to in-network physicians as part of their annual physicals.
- Consider hiring an outside organization to conduct appraisals on-site.
 - When selecting a vendor, make sure their practices line up with the goal of your wellness program.
 - Ensure HIPAA and other privacy standards are protected.

Resources for Recommended Physical Activity Strategies

Use the following resources to encourage your employees to be more active:

- Map out on-site trails or nearby walking routes that employees can use during their breaks or before or after work.
www.mapmyrun.com/routes/create
- Use the ready-made Step Up: Employer Guide program in Broker Briefcase© to motivate employees to lose weight and improve their well-being.
- Encourage employees to take the stairs instead of the elevator, and host walk-and-talk meetings when it is nice outside.
- Offer on-site fitness opportunities, such as group classes or personal training from local fitness clubs.

Tobacco Cessation Strategies

Abstaining from tobacco can significantly improve your employees' health and lower their chances of developing lung cancer, heart disease and other serious, costly diseases. Use the resources below to help your employees quit smoking:

- Visit the American Lung Association's website to learn more about how to help someone stop smoking: www.lungusa.org/stop-smoking.
- Use the ready-to-use Kickin' Butts: Employer Guide in Broker Briefcase® to support your employees' smoking cessation goals.
- Provide on-site counseling through an individual, group or telephone counseling program: www.opm.gov/policy-data-oversight/worklife/reference-materials/tobacco-cessation-guidance-on-establishing-programs-designed-to-help-employees-stop-using-tobacco/

Disease-Specific Resources

Use the disease-specific resources below to develop an effective wellness program for your company:

Arthritis

- Centers for Disease Control and Prevention: www.cdc.gov/arthritis
- The National Arthritis Foundation: www.arthritis.org

Cancer

- American Cancer Society: www.cancer.org
- National Cancer Institute: www.cancer.gov
- Centers for Disease Control and Prevention: www.cdc.gov/cancer

Diabetes

- American Diabetes Association: www.diabetes.org
- The Academy of Nutrition and Dietetics: www.eatright.org/

Heart Disease and Stroke

- American Heart Association: www.heart.org
- American Stroke Association

Home Injuries

- www.safekids.org

Mental Health

- National Mental Health Association: www.nmha.org

Bouchard Insurance

5 Ideas for Kick-Starting Your Motivation in the New Year

January is here, and it's back to business as usual. Or is it? After a holiday break filled with eating, drinking, and being merry, chances are you may be feeling the winter blahs. Psychologists attribute the post-holiday blues to a number of factors including the sudden lack of social events on our calendars, days short on daylight, cold weather, and fatigue. Now that the excitement and adrenaline of the holidays are over, how will you kick off this new year with a renewed sense of determination? Here are 5 tips to help reclaim your motivation:

1. **Ease back into your work.**
2. **Walk off sluggishness and stress.**
3. **Reconnect with a colleague.**
4. **Take stock of your achievements, and envision the great things to come.**
5. **Find someone to be your sounding board.**

Excerpts from <https://www.sba.gov/blogs/5-ideas-kickstarting-your-motivation-new-year>

