



MGIC

Social Media Strategies for Loan Officers

Presented by:

Zak Stoiber,

MGIC Social Media Manager &
Marketing Analyst

Hello!

I am Zak Stoiber, MGIC Digital and Social Media Specialist

You can find me at:

LinkedIn: [linkedin.com/in/zstoiber](https://www.linkedin.com/in/zstoiber)

Email: zak_stoiber@mgic.com

I manage Twitter, LinkedIn & Facebook for MGIC, Loan Officer Hub and Readynest





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SOCIAL MEDIA



TRUST

People don't buy from brands, they buy from people they know and trust

*Social media is a **relationship-building tool**, not a **direct sales tool**.*

LinkedIn Stats

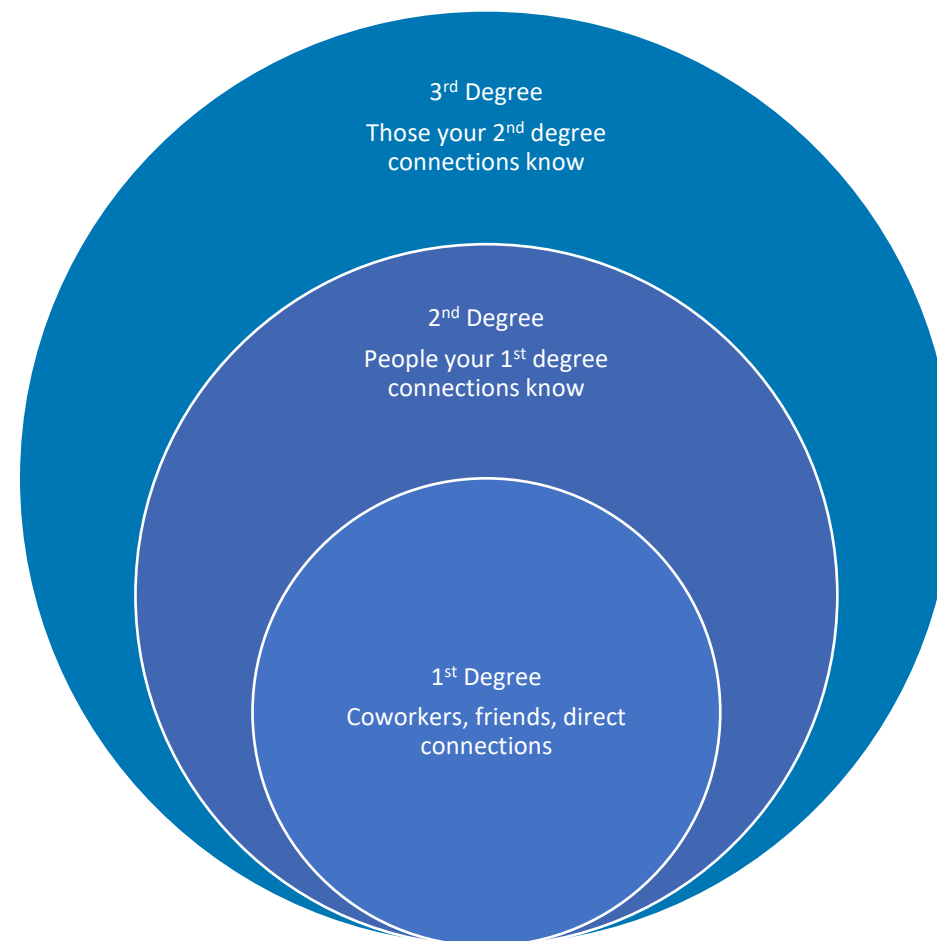
- LinkedIn has over 850 million members, compared to nearly 3 billion on Facebook... so why focus on it?
- Only 3 million users share content on LinkedIn every week, generating 9 billion impressions!
- Average person spends 7 minutes and 38 seconds on LinkedIn
- Most popular among adults aged between 25-34, making up 60% of its users
- LinkedIn turns 20 in 2023!

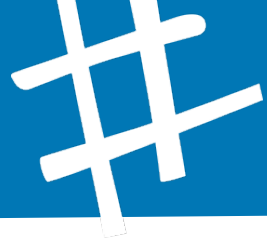


Degrees of Connection

The LinkedIn Differentiator

- Leverage the degrees of connection for potential leads/new hires/vendor opportunities
- Leverage relationships for introductions, validation
- LinkedIn is the most trusted social media platform
- *How does having a common connection effect that relationship?*





Degrees of Connection

The screenshot shows the LinkedIn search interface. The search bar contains the name 'Josh'. The navigation bar at the top includes 'Home', 'My Network', 'Jobs', 'Messaging', and 'Notifications'. The search results are listed below, with two entries highlighted by a red box:

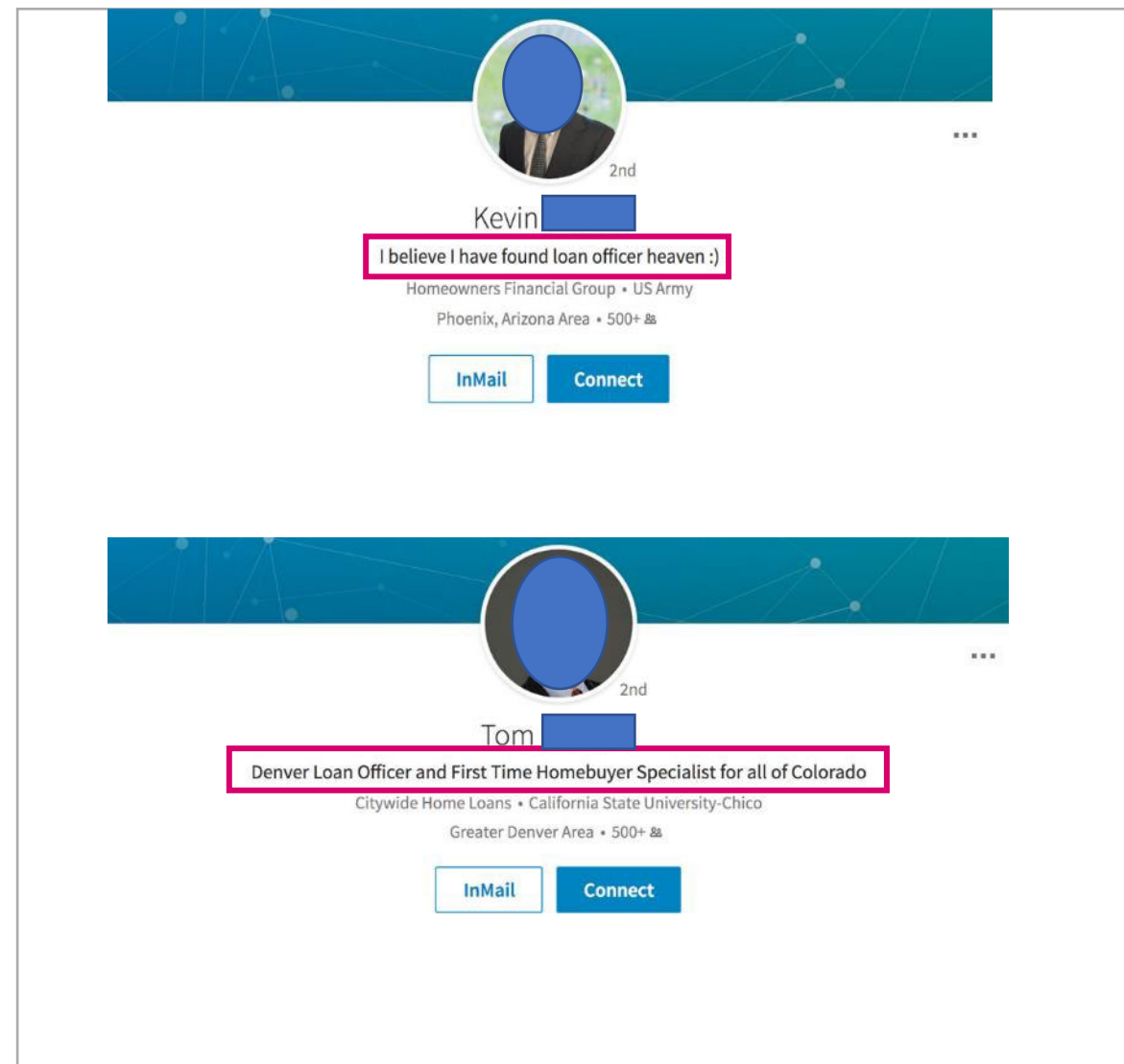
- Joshua Watts** 1st • Sales Consultant at Hanes Geo Components
- Josh Culver** 1st • Mortgage Loan Originator at Peoples Mortgage Company | WIN WIN Creator | Providing Value t...
- Josh Pitts** 2nd • Founder of Shred Media | Uniting the Industry through collaboration
- Josh Millar** 2nd • President at The Ibis Network | www.theibisnetwork.com
- Josh Bersin Academy** Company • Human Resources
- Josh Altman - Real Estate Wealth Mastery** Company • Real Estate

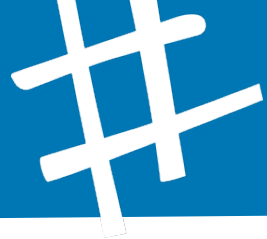


Networking on LinkedIn


Headline & Headshot



- Profile photos increase profile views 21x and increase credibility
- First and/or second impression
- Headline is visible everywhere
- SEO - Words used in headline matter








Editing your Headshot and Headline





 [Add profile section](#) [More...](#) 

Zak Stoiber
Digital Marketing Specialist, Presenter & Writer at MGIC
Greater Milwaukee Area · [500+ connections](#) · [Contact info](#)

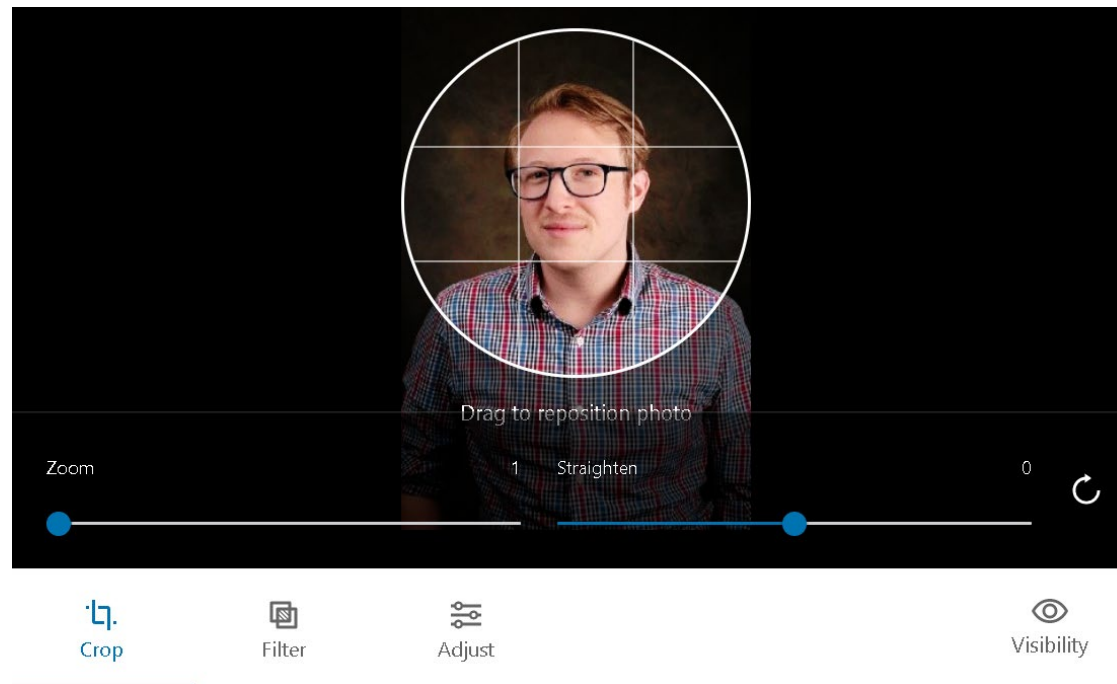
 MGIC
 University of Wisconsin-Madison



First Name * Last Name * [Add former name](#)

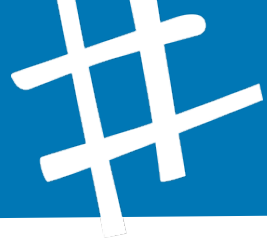
Headline *



Drag to reposition photo

Zoom 1 Straighten 0

[Crop](#) [Filter](#) [Adjust](#) [Visibility](#)



Your “About Section” on LinkedIn

Summary

- **Goals**
 - Reduce doubt, get found, highlight strengths
- **Tips**
 - **Experience:** # of years, variety of loans
 - **Keywords** connect with audience: mortgage, loan officer, conventional, refinancing
 - **Credibility:** NMLS#

Tessa [redacted] 2nd

Mortgage Loan Officer and First Time Homebuyer Specialist for all of Virginia [redacted]

CBM Mortgage • Defense Mapping School
Winchester, Virginia • 500+ ​

[InMail](#) [Connect](#)

I've been in the mortgage industry since 2002 helping in all areas of the process. This is a great time to purchase a home due to the competitive interest rates and variety of products available.

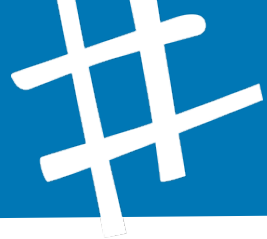
Whether you are purchasing, building or refinancing, let me help you achieve your homeownership goals.

We are a locally owned and operated direct lender. The entire process from application to processing, underwriting and closing takes place right here in our office. This enables us to have complete control and close loans quickly with excellent customer service.

Some examples of the products we offer are:

Conventional Loans for primary or second homes, vacation or investment properties
Jumbo Loans
Government loans: VA, FHA, USDA & VHDA
New Construction

I would love to help you with your next residential mortgage!



Your "Featured" content

Featured











9 reasons I'm ready to buy my first home

readynest.com

In addition to the ever-popular reasons folks cite for wanting to buy a house – more space and pets – this...



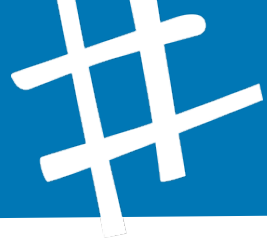
-  **Posts**
Show content posted to LinkedIn 
-  **Articles**
Show articles published on LinkedIn 
-  **Links**
Show links to web content 
-  **Media**
Upload photos, documents, and presentations 

7 ways to Effectively Talk to Millennials About

Mortgage Interest Rates

Loan Officer Hub

Millennials are now the largest living generation in America. Learn how to talk to them about home...



Editing About & Other Sections



Add profile section ▾

More...



Zak Stoiber

Digital Marketing Specialist, Presenter & Writer at MGIC

Greater Milwaukee Area · [500+ connections](#) · [Contact info](#)



MGIC



University of Wisconsin-Madison

About



I am a content creator, presenter, marketer, and fan of the oxford comma. Along with managing all of MGIC's social media platforms, I currently focus on writing, researching, and presenting a variety of topics related to the mortgage industry and social media for MGIC.

I have the pleasure of writing (and tweeting, of course) for different platforms, which means I get to wear many different writing outfits; if Loan Officer Hub is a shirt and tie, Readynest is a graphic tee and blazer. I pride myself on being able to adjust my voice for the website and my presentations for the audience.

You can learn more about my job responsibilities by reading the summaries under each job.



Skills & Endorsements on LinkedIn

Skills & Endorsements

- **Goals**

- Search Benefit, Visibility, Validation
- Up to **17x** more profile views w/ 5+ skills listed

- **Tips**

- List skills & “pin” top 3
- Endorse co-workers

The screenshot shows a LinkedIn profile's 'Featured Skills & Endorsements' section. It lists three featured skills: 'Mortgage Lending' (99+ endorsements), 'Refinance' (99+ endorsements), and 'Mortgage Banking' (99+ endorsements). Each skill is accompanied by a profile picture and text indicating that Phyllis Jespersen and 99+ connections have endorsed it. Below this, a section titled 'Kevin is also good at...' lists nine other skills: Loans (78), Real Estate (65), First Time Home B... (55), Investment Prope... (47), Credit (47), Residential Homes (40), Certified Mortgag... (33), Investors (32), and Mortgage Marketing (28).



Recommendations on LinkedIn

Recommendations

- **Goals**
 - Reduce Doubt & Build Trust
 - Strengthen Relationships (Referral Partners)
- **Tips**
 - Convert positive e-mail to endorsement
 - Ask co-workers and management to endorse
 - Referral partners & real estate agents

Recommendations

Received (10) Given (0)

” Robert Amico brings an extensive resume of experience and knowledge in the mortgage financing industry. He delivers an unmatched high quality and professional service to each and every client he works with. I highly recommend "Bob" Amico based on personal experience working with him in various transactions and on the daily passion he brings to work everyday!



Joseph Tomasello

Associate Broker at WNY Metro Roberts Realty

March 25, 2012, Joseph worked with Robert but at different companies

” Robert is one of the most experienced experts in the field of mortgage lending. He is very professional and has an impressive list of clients that return for business whenever lending is required. He has a great work ethic and works hard for his clients ensuring that they are satisfied on all levels. With his vast experience he can assess your situation quickly and accurately resulting in solutions that are specific to your issue. I highly recommend Bob for your mortgage lending needs.



Peter Romano

President and CEO at United Materials LLC

March 24, 2012, Peter worked with Robert but at different companies

” Bob's great guy, bright & motivated - good guy to be around...



John Williams

Vice President at HMS

March 15, 2012, John worked with Robert in different groups

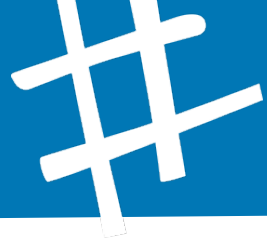
” I am pleased to have this opportunity to provide a recommendation for Bob. I had the pleasure of working with Bob for more than 10 years and I was always impressed with his professionalism, knowledge base, and interpersonal skills.



Michael Piette

Member at Bond, Schoeneck & King PLLC

March 14, 2012, Michael worked with Robert but at different companies



Education & Interests on LinkedIn

Education (& Interests)

- Leverage to build commonalities/ice breakers
- List all education: certifications, training, schools
- Indicator of subject matter expertise
- Don't forget to add volunteering, clubs, interests or organizations!

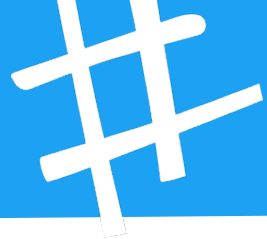




Your Profile is Now Set Up for Success!

These changes have...

- **Validated who you are to customers & referral partners**
 - Headshot / Summary / Education / Experiences
- **Increased your chances of being found**
 - Summary / Headshot / Endorsements / Recommendations
- **Laid groundwork to bond over shared experiences**
 - Education / experience / volunteering



Your activity is public... (by default)

Activity

3,154 followers



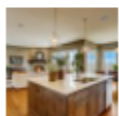
Such an incredible house and perfect for entertaining! Find out what Kings Way...

Danielle shared this
1 Reaction



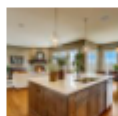
This room would be incredible for an Olympics viewing party! What is you...

Danielle shared this
2 Reactions



Thank you! We love how it turned out!

Danielle replied to a comment



This area has some incredible views! Plus surrounding area is so adorable...

Danielle shared this
2 Reactions • 2 Comments

Danielle Caliendo likes this



Whitney Meester • 2nd
Realtor at RE/MAX Advantage Plus
1w • 🌐

It's been a fantastic year so far! Very grateful for all of the continued trust and support! I appreciate all of my clients, Mark Elliot Homes, referral partners, friends and family 💜 ...see more

[See all activity](#)



Content Best Practices

All social media channels require content – this is how you engage

Think about what behavior and content you want to share with the world

Not hot button issues – same for “liking”



Content Sources

Where to Find Content

- Establish a library of credible and diverse sources for content
- “Share” directly from app or website – look for social icon



Flipboard

MGIC Connects



Rob Chrisman's
Daily Mortgage News & Commentary



Content Sources

Google Alerts

- Use Boolean style search to set up funnel of content
 - News
 - Blogs
 - Discussions

Google

Alerts

Monitor the web for interesting new content

millennials AND ("real estate" OR home OR mortgages)

How often: At most once a day

Sources: Automatic

Language: English

Region: United States

How many: All results

Deliver to: Digest to Benjamin.Smids@gmail.

CREATE ALERT Hide options

Alert preview

NEWS

Millennials: First generation to earn less than their parents

WPTZ

The report, titled "Stagnation Generation," laid out in stark terms how **millennials** are falling behind in terms of wealth, earnings and home ownership.

New report calls for justice for **millennials** - NBC

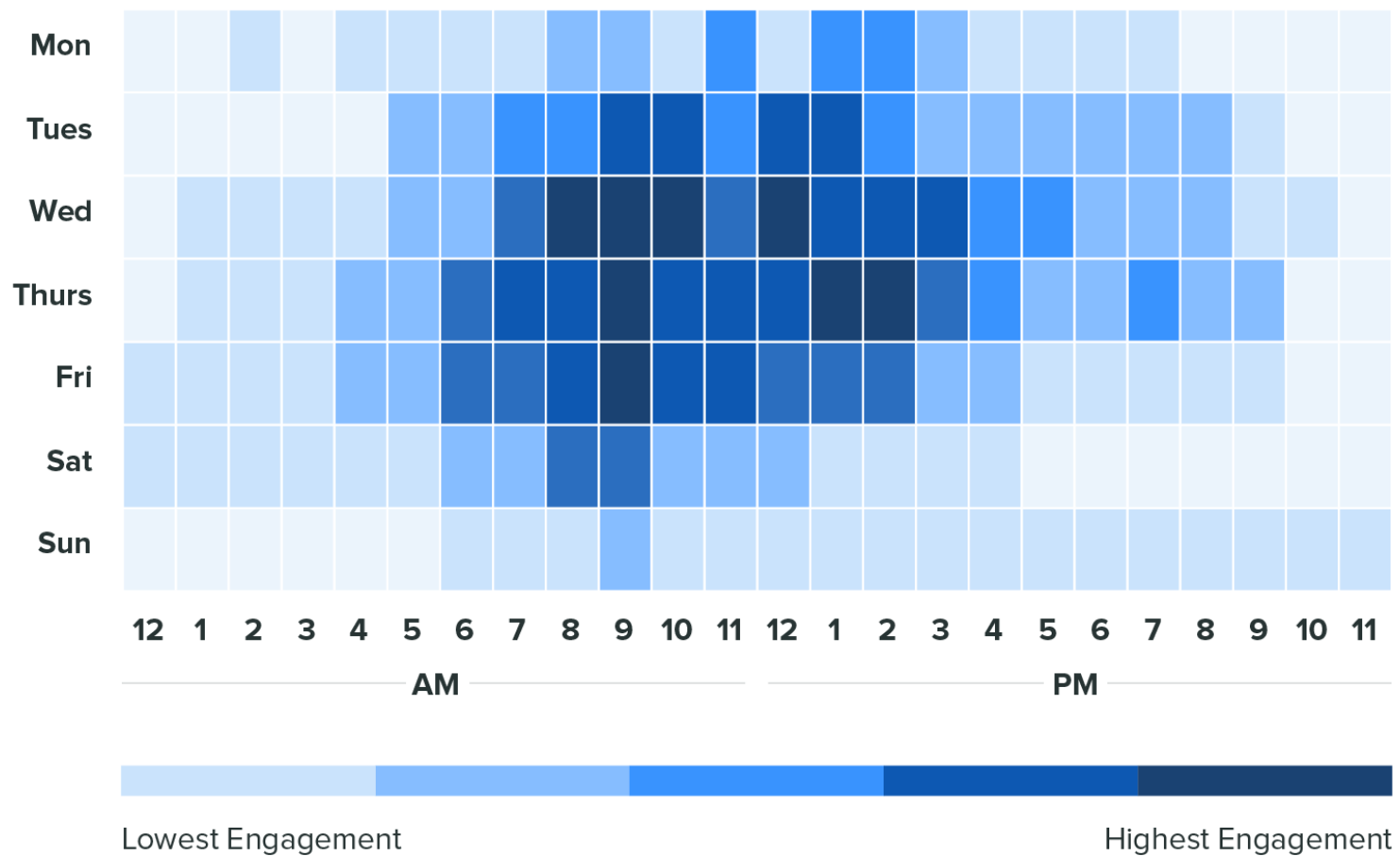
Full Coverage



When to Post - LinkedIn

LinkedIn Global Engagement

sproutsocial








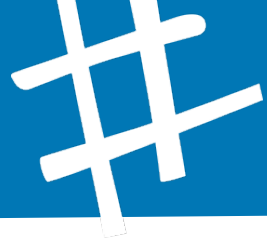
Creating a LinkedIn Post

Moving on to Posting

- Use **#hashtags**
- Find events to promote:
 - <https://blog.hubspot.com/marketing/social-media-holiday-calendar-2017>
- “Mention” (or “tag”) other people
 - Bring them & their network into the conversation, amplifies visibility
 - Type “@” symbol, then their name
- Add article or media to increase engagement

This is how you tag someone in a **#LinkedIn** post, @Danny

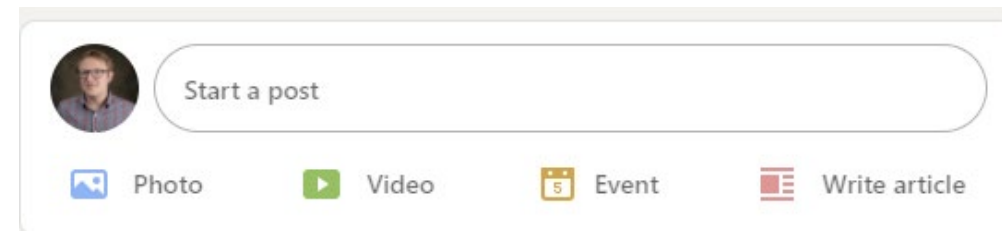
-  **Danny Garcia-Velez** • 1st
Senior Marketing Program Manager at MGIC
-  **Danny Hwong, PE, ENV SP** • 1st
Principal Engineer at Hazen and Sawyer
-  **Danny Galvez** • 2nd
Elevate Your Business. Decide. Commit. Win.



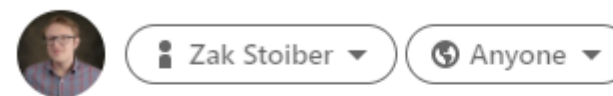
Creating Posts

Selecting Post Capabilities

- LinkedIn includes icons to help guide what features you can have as part of your post
 - Click on the icon to include in your post
 - Also offers a selection of #hashtag suggestions



Create a post ✕



|What do you want to talk about?





The sad truth

Less than 10%
of your followers
will see your posts



Source: LinkedIn News

[MGIC.COM/SOCIAL](https://www.mgic.com/social)



Guidelines for Posting

Less Broadcasting, More Networking!

- Inspirational or buzzworthy
 - Highlight a cause, person, event, or news item that is important to you
- Community Based
 - Tie your brand image to your community by posting pics or video attending local events
- Personal
 - What makes you, you?
- Educational
 - Offer tools, insights, and resources for potential borrowers and homeowners
- Interactive
 - Make a fun poll!



Creating Compelling Content

MEDIA
+
HASHTAG
+
VALUE

= the perfect post!





Inspirational or Buzzworthy



MGIC

12,964 followers

1w • 🌐

Kristy Fercho, **Flagstar Bank** EVP and President of Mortgage, has plenty of advice and inspiration to share as the first black female president of a major mortgage company. Learn how she forged her path to success through passion, mentorship and faith in this **#BlackHistoryMonth** feature interview:

<http://bit.ly/3caYhSG>

An interview with:
Kristy Fercho
Flagstar Bank EVP
President of Mortgage

Kristy Fercho Q&A: Leading with Passion, Perseverance, Perspective
mgic-connects.com

🌐 48 · 3 Comments

We were honored to attend the groundbreaking of a brand new **Cristo Rey Network** high school in Milwaukee with our student workers for the year! We're just as excited as they are! 🎉





Community-based



MGIC

Published by Zak Stoiber [?] · August 7, 2019 · 🌐

A few of our employees had a great time helping build some #AffordableHousing with Habitat for Humanity and Milwaukee Habitat this past weekend! Looks fun, right? Go here to learn about #volunteer opportunities: <https://www.habitat.org/volunteer>



MGIC

17,774 followers

2w · 🌐

Our headquarters in downtown Milwaukee had a great view of the parade celebrating our NBA World Champion Milwaukee Bucks! Not a bad way to spend a lunch break. 😊 🐻 #BucksInSix



MGIC

Published by Zak Stoiber [?] · June 28, 2019 · 🌐

One of the best benefits of having our headquarters in downtown #Milwaukee is being walking distance from #Summerfest, the world's largest music festival! #SmileOn 🎉 🎸 🌞





Personal

MGIC
12,964 followers
2mo • 🌐

Happy #NYE! Before we hit the ground running in 2020, we wanted to take a moment to look back at some of our favorite memories we shared with our customers in 2019. We can't wait to see what next year has in store!



👍❤️🌱 79 · 2 Comments



Sue Woodard • 2nd
Chief Customer Officer at Total Expert | Mortgage Industry Expert
2mo • 🌐 Anyone

THIS...is exactly how it feels when we knock down a business challenge for one of our amazing **Total Expert** customers. #movefastandinnovate #totalaxepert



👍❤️🌱 322 · 41 Comments · 14,177 Views



Raquel Borrás • 1st
Helping you bring to life a personal brand that is "true to you!"
1mo • 🌐

A little Friday humor! I just had to! 🤪🤔





Educational



MGIC

Published by Zak Stoiber [?] · August 2, 2019 ·



75% of millennials in their 30s have dogs, and 33% of them say their decision to buy a #home was driven by their dog. Learn more about this growing #homebuying trend via Readynest: <http://bit.ly/2GAYZKX>



READYNEST.COM

When pets come first

For many homebuyers, pets come first! Hear from some recent...



MGIC

Published by Zak Stoiber [?] · August 5, 2019 ·



Numbers don't lie - show #renters the truth about how affordable a #home can be with our calculators! From quick snapshots to detailed comparisons, every borrower can benefit: <http://bit.ly/2KrlzGT>



MGIC.COM

Consumer calculators

Share consumer calculators from MGIC to help potential homebuyers...



Help your borrowers solve the mystery of the #CreditScore with this #Infographic that breaks down the 5 main factors. 🤖
<http://bit.ly/2SOUKtm> #MGICConnects

Breaking down your CREDIT SCORE MGIC

Your Credit Score is determined by these factors of differing importance:

35% PAYMENT HISTORY Late payments may lead to a lower score.	15% LENGTH OF HISTORY A longer history of responsible credit use will likely lead to a higher score.	10% TYPES OF CREDIT USED Having experience with different types of credit [e.g., a car loan and a credit card] can help your score.
30% AMOUNTS OWED Less is more! Lowering debt can be the key to a better credit score.	10% NEW CREDIT Opening several accounts in a short time can lower your credit score.	

MORE CREDIT SCORE FACTS REVEALED:

MGIC-CONNECTS.COM

Breaking Down Your Credit Score | Infographic

The mortgage infographic Breaking Down Your Credit Score helps you...



Interactive

Status Photo/Video Live Video Event, Products +

What type of flooring do you prefer?

Hardwood

Carpet

1 week Remove Poll

Publish

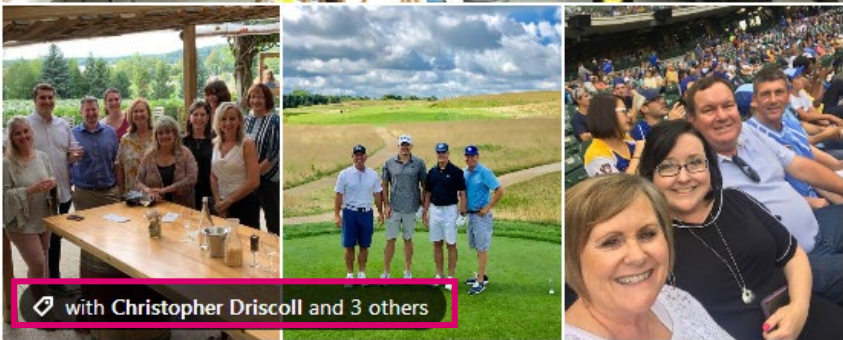




Bringing it all together in a photo collage!

MGIC
11,746 followers
6d • Anyone

Happy **#GetToKnowYourCustomersDay!** The different ways we get to know our customers are as varied and interesting as they are. We know the best way to provide value is to first truly understand how we can help - and sometimes...see more



with Christopher Driscoll and 3 others

45 • 5 Comments

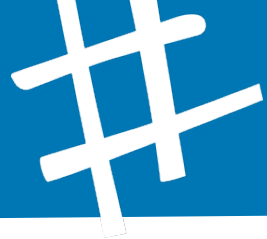
MGIC
11,747 followers
1mo • Edited • Anyone

Want to join us at our next **#PepRally?** See if there's a spot for you on **#TeamMGIC** by taking a look at our 17 openings on our **#careers** page: <http://bit.ly/2IKVz00> ...see more



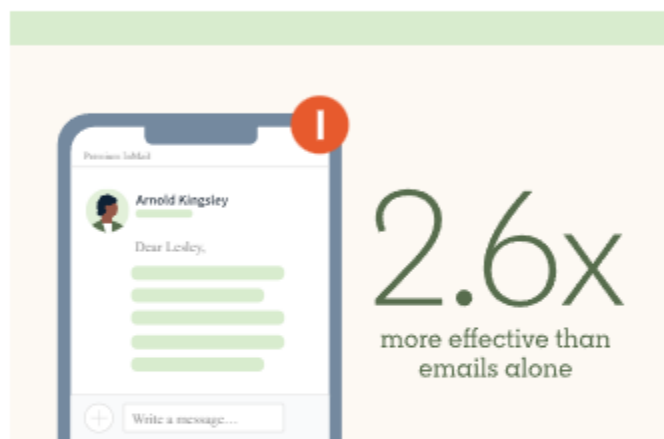
59

Like Comment



LinkedIn Premium?

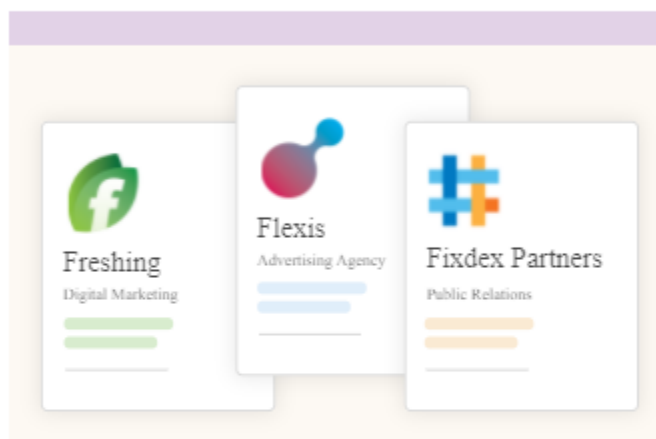
More InMail credits



Expand your network

Contact peers, industry leaders, or potential partners with InMail. It's 2.6x more effective than emails alone.

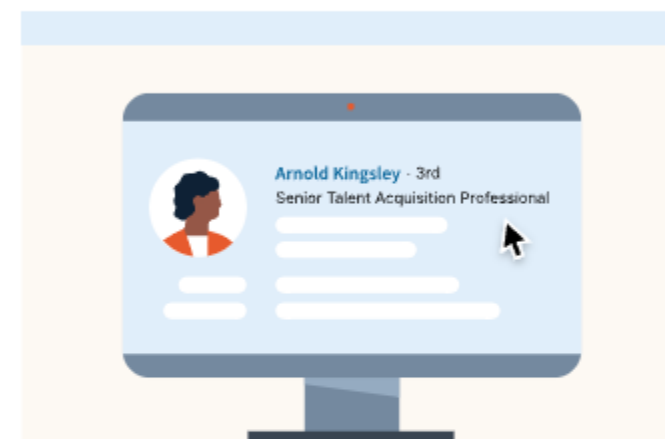
Unlimited search



Connect with new companies

Enjoy the freedom to explore all businesses in the world's largest professional network.

Who's Viewed Your Profile



Turn views into opportunities

See who's viewed your profile over the last 90 days, and who looks next.



LinkedIn

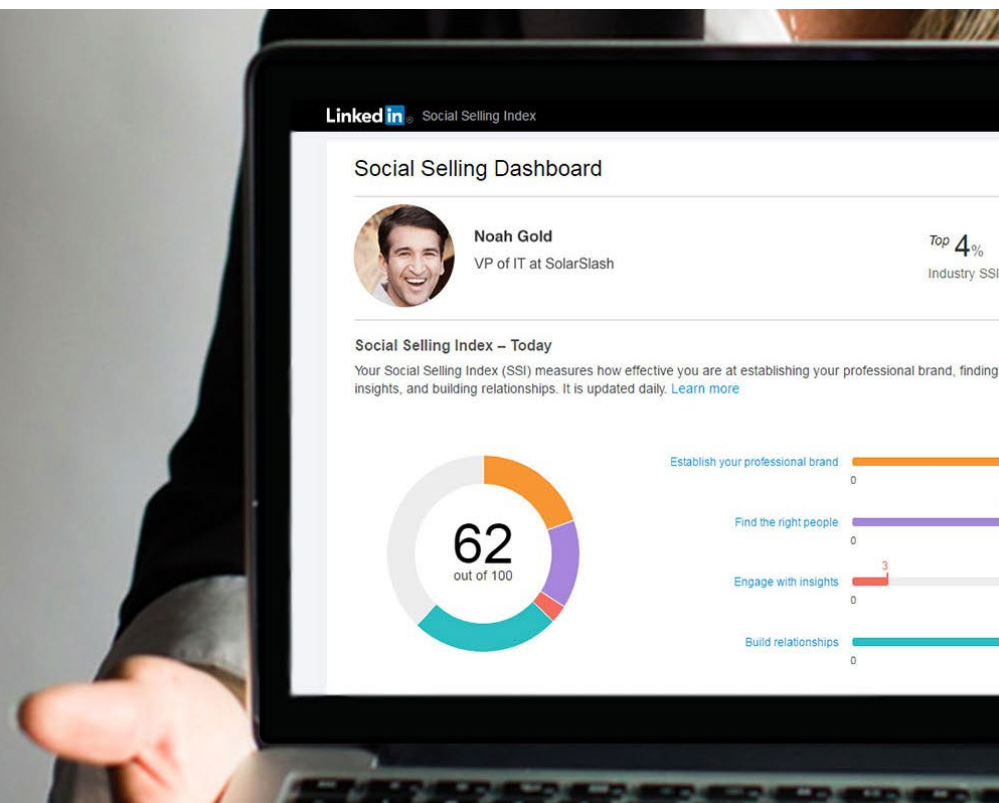
Social Selling Index - [linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)

Measure your sales success with
Social Selling Index

Sales Navigator can boost your Social Selling Index
by 20%

Learn more

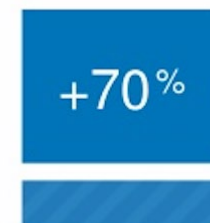
Get your score free





Social Selling Index Explained

- Measures effectiveness at establishing professional brand, connections, engagement and relationship building



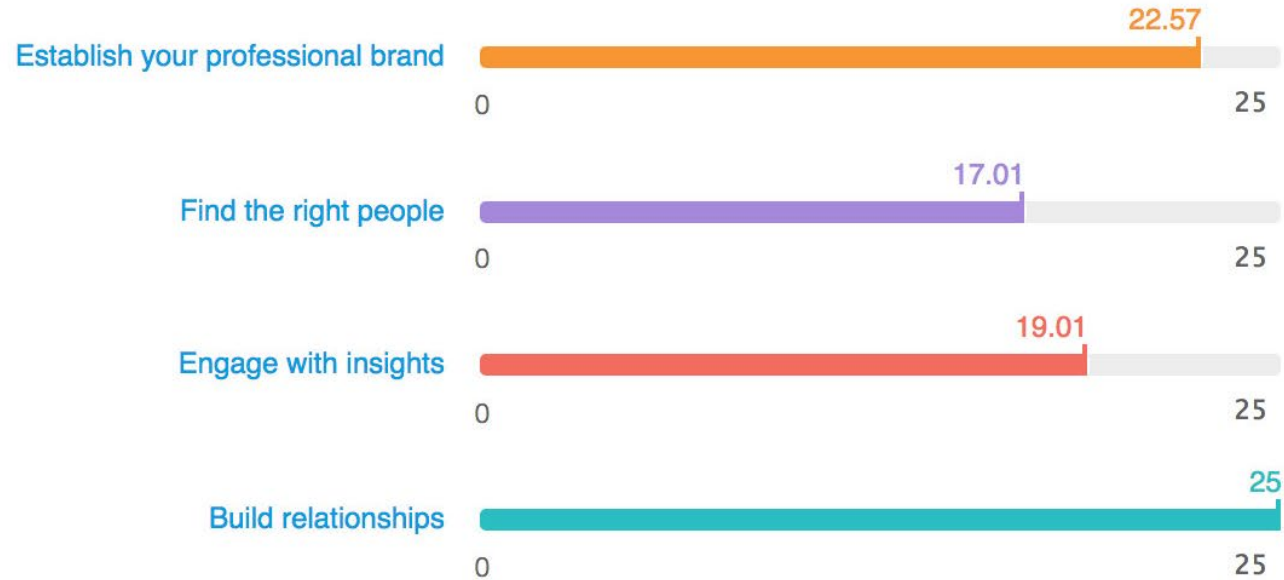
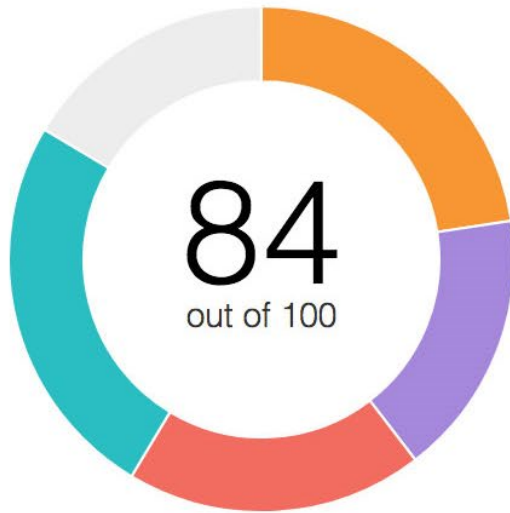
You are **70% more likely** to get an appointment or an unexpected sale if you are a member in LinkedIn Groups



87% of B2B buyers said they would have a favorable impression of a salesperson who was introduced to them through someone in their professional network.

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)





MGIC Resources/Content

Social Media Café

- tips & strategies

Creative Café

- customizable marketing pieces

Readynest

- articles, infographics, calculators, etc.

LO Hub & LO Survey

- blog, infographics, podcasts

Mortgage Connects Podcast

- latest insights from mortgage professionals



QUESTIONS?

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Email: zak_stoiber@mgic.com