

# Memo

**To: First United American General Agents**  
**From: Jim Savo**  
**Re: Social Media Etiquette Infographic**

The Home Office has designed an Infographic to visually communicate our Company's Social Media Etiquette (SME). Display the attached poster permanently in a prominent location within your Office.

The SME, along with our Social Media Guidelines and Social Media Policy, can be found on [www.firstunitedamerican.com/office](http://www.firstunitedamerican.com/office) under the 'Code of Conduct.'

The screenshot shows the First United American website interface. At the top, there is a navigation bar with the company logo, date (Friday, September 28, 2012), and links for Home, Service Center, and Downloads. The main content area features a 'News' section with a headline: 'Centers for Medicare & Medicaid Services have released the 2012 Medicare Premiums and Deductibles. Click here to access the 2012 Medicare Supplement A/B Chart.' Below this is a large banner for the 'SAN DIEGO 2013' convention at the Hotel del Coronado, San Diego, CA, from Tuesday - Friday, June 18 - June 21, 2013. The banner includes a photo of the hotel and text describing it as the 2013 Torchmark Convention site. To the right of the banner is a 'Code of Business Conduct and Ethics' section with a 'Social Media' infographic circled in red. The infographic has a dropdown menu that says 'Please select a Download'. On the left side of the page, there are several sidebar menus: 'GET FIRST UA PRODUCT ANNOUNCEMENTS!', 'Agent Tools' (with links like FirstUA AdCatalog, Advertising Guidelines, etc.), 'Compliance Sheets' (with links like Health / Life Products), 'Laptop Sales Presentation' (with links like Minimum Specifications, Download Instructions, etc.), and 'Online Training' (with links like \$2,000 Accidental Death Policy (ADP), 2012 ProCare Medicare Supplements, etc.).

Contact [socialmedia@torchmarkcorp.com](mailto:socialmedia@torchmarkcorp.com) with any questions.

First UA is conducting Training Webinars for newly contracted and all appointed Agents every other Wednesday at 10:00 am CST. Register NOW on [uageneralagency.com/office](http://uageneralagency.com/office) at [www.unitedamerican.com/logon](http://www.unitedamerican.com/logon)

First UA is also conducting live Medicare Supplement Seminars across the nation. Call 1-800-925-6793 to reserve your seat today!

We'd also like your most current e-mail address to keep you informed of products, contests, incentives, and important Company information. If you send us your current e-mail address, you will be entered in a monthly drawing to win **2,000 FREE DIRECT MAIL RESPONSE LEADS, mailed to the ZIP code of your choice!** E-mail us at [agency@torchmarkcorp.com](mailto:agency@torchmarkcorp.com) or call 1-800-925-6793 to update your e-mail address!