

Impact Webinar Series – The Company Leader’s Role in Using Social Media

Friday, July 18, 2014, 2:00 p.m.

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Tim Leman is president and CEO at Gibson. He joined Gibson in 2005 as the director of employee benefits and life divisions. He led a major overhaul, transforming the division into one of the leading employee benefits practices in the Midwest. In early 2007, he became a principal, and later that year was appointed chief growth officer. In 2009, he was named president and in 2011, he became CEO.

He began his insurance career with Aon in Indianapolis. While at Aon, Tim drove significant growth for the employee benefits practice in northeast Indiana. His clients included union and non-union employers using health maintenance organizations and fully insured and self-funded programs. In 1999, Tim joined the Phoenix office of Willis and worked with a wide variety of clients in industries such as healthcare, technology, manufacturing, financial services, retail, and municipal governments.

In 2001, Tim accepted the role of executive vice president at Willis, overseeing a multi-state territory. Under Tim’s leadership, the Phoenix office was recognized nationally on several occasions as Willis’ top employee benefits operation.

Session Description:

The environment for policyholders, employees, agents, and partners is increasingly ‘social.’ This means that for business leaders, social media is an opportunity to actively communicate to stakeholders.

This webinar will focus on the importance of engagement, brand management, conversations, and strategy when it comes to social media.

During this webinar, attendees will:

- Identify strategies for internal and external audiences;
- Learn tips for keeping social media authentic – HINT: Match it with your culture and corporate brand;
- Understand how to choose a blog application and set up social media channels;
- Learn why regular content and scheduling is necessary;

- Understand how social media delivers conversations that aren't happening now;
- Understand how social media connects people at all levels – policyholders, employees, agents, and partners – and how it makes us all more human; and
- Identify how social media adds to employee recruitment and business development.