

Using Social Media to Build Community

Kurt Komaromi, Ithaca College
G. Scott Erickson, Ithaca College

EXECUTIVE SUMMARY

This paper reports on a study of social media use by North American insurance firms. Following the framework of a recently published paper on effective social media employment, we look specifically at three insurers with different approaches to Web 2.0. Relative to what has been reported before in other industries, all have effective social media programs, but there are definite differences in their ability to build communities around their Internet efforts. Based on those differences, we can draw some conclusions on the effectiveness of different social media strategies.

Keywords: Social media, Web 2.0, Facebook, Twitter, YouTube, Insurance, Virtual customer environment (VCE)