

Policy

Effective: 02/05/2022

IFP operates in a highly regulated industry. Our business model also receives additional scrutiny from States Attorneys' General and the FTC, along with private organizations such as Truth in Advertising.

IFP developed this policy to avoid any problems with agencies and organizations that may use social media posts as evidence of IFP not being in compliance. Remember, with IFP's ESP program, we are all in this together.

Who Does This Apply To?

This social media policy applies to IFP managed corporate social media pages. This policy also applies to IFP employees, IFP agents, and IFP agent group social media pages - if a substantial use of those pages is to recruit new agents to join IFP. This policy is incorporated into and a part of the IFP Independent Agent Agreement.

Think Before Posting

You are personally responsible for the content you publish on social media. Your posts reflect on IFP. Please remember that the internet never forgets - everything you publish will be visible to the world for a very long time. Common sense is critical here. If you are about to publish something that makes you even the slightest bit uncomfortable, reconsider.

Harassment

IFP has zero tolerance for racism, racial epithets, bigotry, misogyny, and express or implied threats of harassment or physical harm. How you say something can matter as much as what you say. You shall not bully, harass, or threaten violence against anyone on social media. If you find yourself in a disagreement on social media, use a respectful tone or disengage.

Professionalism

Be professional, use good judgment and be accurate and honest in your communications. Errors or unprofessional language or behavior reflect poorly on IFP, and may result in liability for you or IFP. Be respectful and professional to IFP employees, business partners, and existing or potential agents.

Do Not Speak on Behalf of IFP

Other than the official IFP social media pages, you are not allowed to post on behalf of IFP, if the post can be misinterpreted as being an official post.

If you communicate on social media about IFP, you must disclose your connection with IFP and your title or role. This is not required for each post, this can be done in the About section for your social media profile. If an agent you must also include the phrase "IFP Independent

Agent". Do not shorten the CEO or Founder titles, you can only use Field CEO, Field Founder, or Field Co-Founder.

Use of IFP, IntelliOne Financial Partners or IFP Insurance Services as part of your social media account name is not allowed without approval from IFP Compliance. IFP logos may not be used for social media images or background without approval from IFP Compliance. You may however, use IFP names in your posts and as hashtags.

Confidential information

IFP confidential information may not be disclosed on social media. Expressly forbidden is sharing the name or personal identifying information about a client. This includes payout of a client death benefit or living benefits claims.

Insurance Sales

Any social media posts intended to solicit sales of insurance products must not use the name IntelliOne Financial Partners and should instead use IFP Insurance Services. Use of the names and logos of IFP carriers and products must follow the carrier's social media rules. Contact IFP compliance for more information.

Income or Lifestyle Representations

Any posts that use the IFP name or logo and reference income or income levels attained by agents, including Ring Earner awards, or statements about income potential for agents, must include the following in your post. This must be immediately below the image if the income information is in a graphic.

Please refer to the IFP Income Disclosure Statement: <https://id.freedomequitygroup.com/>

Do not use small type. This disclosure statement must be sufficiently prominent so that it is not easily missed. Do not refer to COVID or Coronavirus in any recruiting posts whether they contain income or lifestyle representations or not.

IFP Takedown Requests

IFP Compliance uses a third party company to monitor social media postings that refer to IFP in any way. If one of your posts is determined to violate IFP's social media policies, you may be asked to modify or remove the post. You will promptly alter or take down posts identified.

IFP Compliance

If you have any questions about this policy, or want us to review your posts, please send an email to compliance@IFPcorp.com