

## Northwestern Mutual Empowers Financial Representatives on Social Media with Hearsay Social Technology

MILWAUKEE, Wis., Feb. 28, 2012 /PRNewswire/ -- Users of social networks like Facebook and LinkedIn will be able to interact with Northwestern Mutual's financial representatives like never before. The leading financial security company is launching Hearsay Social's leading enterprise social marketing platform, simplifying the way in which Northwestern Mutual's more than 6,000 financial representatives are able to build relationships and share information on social networks.

(Logo: <http://photos.prnewswire.com/prnh/20120126/CG42140LOGO>)

"This new tool will make it even easier for our financial representatives to build relationships with clients through social networks," says Neal Linkon, Northwestern Mutual assistant director - internet marketing. "When we build strong relationships, we're able to create more personalized and more powerful financial plans for clients."

Insurance and investment industry regulators require that financial representatives' conversations on social networks are supervised by their firms, which can present challenges for some companies to permit its professionals to participate. Hearsay Social's social media tool can capture, monitor and archive social communications, helping enable Northwestern Mutual financial representatives to network with clients online, and comply with applicable regulations.

"Hearsay Social and Northwestern Mutual share a vision for the transformational power of social media for relationship-building," said Hearsay Social CEO Clara Shih. "Supported by Hearsay Social's FINRA/SEC compliance capabilities and empowered by our easy-to-use social marketing platform, the company's financial representatives can more fully embrace social networks."

### Northwestern Mutual - a leader in social media

In 2008, Northwestern Mutual was among the first in its industry to establish parameters which enabled its financial representatives to use Facebook and LinkedIn.

Northwestern Mutual's "[Lifespan Calculator](#)" [Facebook application](#) was named "Best in Show" in 2009 by the Insurance & Financial Communicators Association in the Social Media awards category. In 2011, more than four million Americans used the fun, interactive tool - which considers 13 lifestyle factors to estimate a person's life expectancy.

The company is a member of SocialMedia.org, a community of social media leaders at the world's largest brands.

### About Northwestern Mutual

The Northwestern Mutual Life Insurance Company - Milwaukee, WI (Northwestern Mutual) - the "World's Most Admired" life insurance company in 2011 according to *FORTUNE*® magazine - has helped clients achieve financial security for more than 150 years. As a mutual company with \$1.2 trillion of life insurance protection in force, Northwestern Mutual seeks to share its gains with policyowners and deliver consistent and dependable value to clients over time. Northwestern Mutual and its subsidiaries offer a holistic approach to financial security solutions including: life insurance, long-term care insurance, disability insurance, annuities, investment products, and advisory products and services. Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; and Northwestern Long Term Care Insurance Company; and Russell Investments.

### About Hearsay Social

The world's largest brands, including Northwestern Mutual, State Farm, Farmers Group, and 24 Hour Fitness, use Hearsay Social's award-winning technology platform to achieve regulatory compliance, build stronger customer relationships, and bolster their brand across all the major social networks, including Facebook, Twitter, LinkedIn, and Google+. Hearsay Social has raised \$21M from Sequoia Capital, NEA, and top executives from Twitter, Facebook, LinkedIn, Google, and YouTube, and is headquartered in Silicon Valley with offices in New York and Ohio.

SOURCE Northwestern Mutual

For further information: CONTACT: Shawn Rolland, 1-800-323-7233, [mediarelations@northwesternmutual.com](mailto:mediarelations@northwesternmutual.com)

---

<https://news.northwesternmutual.com/news-releases?item=122382>