



Social Media Webinar: Getting Smart with Your Facebook Page

September 6, 2017

Welcome!

SHIPs

- State Health Insurance Assistance Program

SMPs

- Senior Medicare Patrol

MIPPAs

- Medicare Improvements for Patients and Providers Act



ACL = Administration for Community Living

Today's Presenters

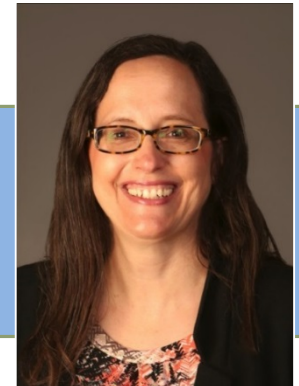
SMP Resource Center



**Abby Batterson,
Administrative
Assistant**

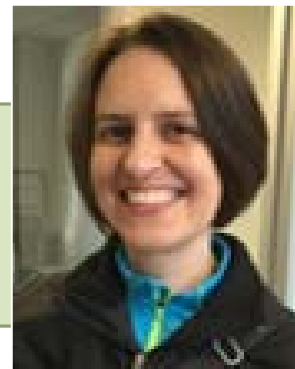


**Molly Wells
Program
Coordinator**



**Maureen
Patterson
Media Manager**

Center for Benefits Access (MIPPA Center)



**Brandy Bauer
Communications Manager**

Agenda

Facebook Fundamentals: SMP Resource Center

- Establish Your Goal
- Page Setup/Management
- Content & Presentation
- Calendar & Schedule
- Promotion & Launch
- Facebook Resources

Benefits Outreach Toolkit – Guide to Using Facebook Ads: MIPPA Center

Resources and Q&A

Poll: Facebook

Q1: Do you have a personal Facebook page?



YES, I have one



NO, I don't (and I don't plan on it)



NO, but I'm thinking about setting one up

Q2: Did you check your personal Facebook or social media over lunch?



YES, I did



NO, I didn't



NO, but I usually do



Facebook Fundamentals

Why should you utilize social media for
your organization?





Utilizing Facebook for Your Organization

- 2 billion monthly users
- Users return daily, over half several times a day
- 8 out of 10 Americans
- Adults 65+
- Rural population





Facebook Lingo Breakdown



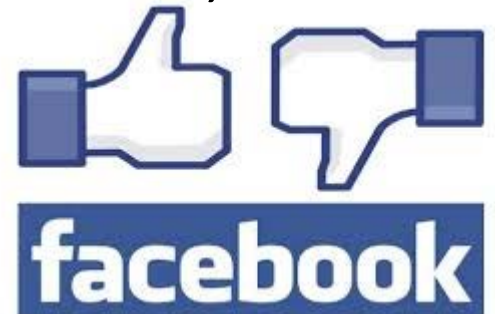
Reach – number of people

- Anita saw your post = 1

Impression – number of times a post was seen

- Anita saw the post Friday night, Saturday afternoon, and Monday morning = 3

Engagement – likes, comments, shares, and reactions



Establish Your Goal

What do you want your page to accomplish?

- Recruitment
- Marketing for MIPPA programs/our office
- Exposure, referrals, understanding about Medicare Fraud
- Greater visibility for the program
- Getting information to the public about upcoming events and information on SHIP
- Knowledge of HICAP and associated Medicare events and how to contact us
- Rapidly reach people
- Increase followers, reach of posted resources
- Increased number of call for counseling and outreach events
- Want to use the page to educate our public about our services, especially the rural areas
- Educate Oregonians about health insurance options, how to utilize their insurance benefits, and what's included, and also to remind about important dates and inform of events
- Educate the public about our program
- To inform friends, and others about Medicare benefits, Open enrollment periods and fraud and scam alerts.
- increase education
- Would like my page to serve as outreach, education and solicit for volunteers.
- To increase our FB likes and engage those who currently like our FB to like more posts and shares
- To get as much information out there as we can
- Promote the availability of services, and also inform regarding important topics, such as the new Medicare card.
- Reach hard to reach Beneficiaries. Reach as many Beneficiaries as possible. Education.
- Our goal would be to increase awareness of SHIP, SMP and MIPPA
- How to inform folks about how to get help from SHIP & SMP
- Provide more awareness of the SMP program and the fraud that are going on to Medicare ben.
- Outreach and education for prevention on Medicare fraud, abuse and errors. Senior scams. Upcoming events. recruitment
- new Medicare card notifications
- Expand program visibility; reach as many potentially eligible consumers as possible

What do you want your page to accomplish?

Create goals that match your overall organizational communication goals.

- Brand awareness/ increased education
- Web traffic
- Traffic to events
- Create advocates



Creating and Evaluating Goals



The SMP Resource Center's Facebook page goal:

Our social media team will follow our internal guidelines and procedures to create a month's worth of content relevant to the SMP mission for SMPs to share on their Facebook pages by the first of every month.

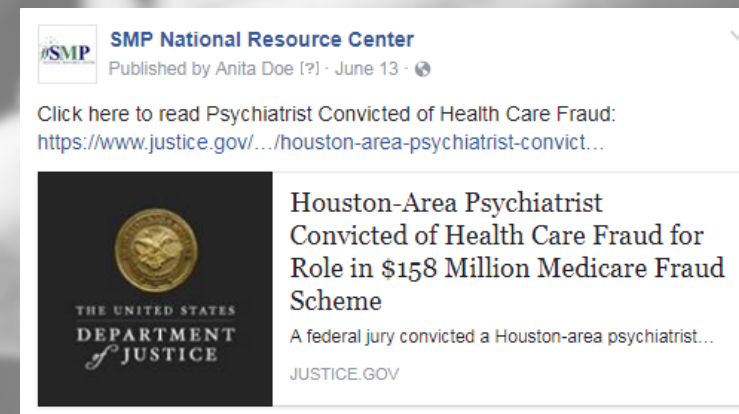


Page Setup/Management

Where do you start and who is going to do it?

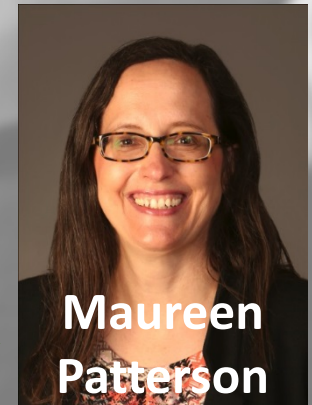
Establish a Team

- Page setup
- Content identification
- Content enhancement
- Content review
- Daily management
 - Posting
 - Scheduling
 - Managing comments
 - Insights/data
- Promotion



SMP Resource Center Facebook Team

- Page setup
- Daily management
 - Posting
 - Scheduling
 - Managing comments
 - Insights/data
- Content review
- Content identification
- Content enhancement
- Promotion





“About” Section of the Facebook Page

About

[Suggest Edits](#)

HOURS

Open Now 9:00AM - 5:30PM ▼

BUSINESS INFO

Edit business types

Mission

The SMP National Resource Center was created in September 2003 with funding from the U.S. Administration for Community Living (ACL)/Administration on Aging (AoA...
[See More](#)

CONTACT INFO

Call (877) 808-2468

info@smpresource.org

<https://www.smpresource.org>

MORE INFO

About

Funded by the U.S. Administration for Community Living (ACL), the SMP National Resource Center helps ACL's 53 SMPs empower people to prevent, detect, and report health care fraud, errors, and abuse.

General Information

COMMENT POLICY

STORY

The goal of the SMP National Resource Center Facebook page is to provide content for SMPs to use in their outreach, to connect SMPs with other SMPs, and to promote Center resources.

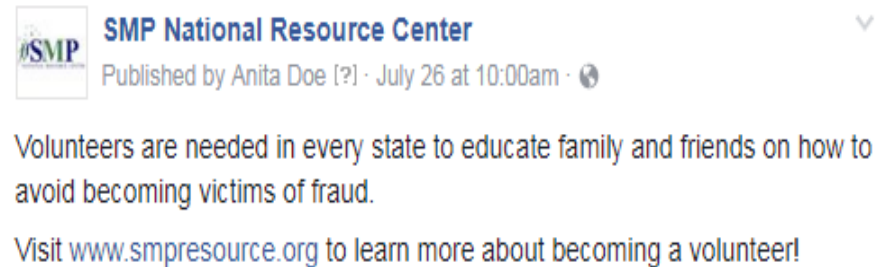
All content must be within the SMP mission, which is: Senior Medicare Patrols (SMPs) empower and assist Medicare beneficiaries, their families, and caregivers to prevent, detect, and report health care fraud, errors, and abuse through outreach, counseling, and education.

- **Story:** our goal for the page
- **Mission:** who the Center is and what we do
- **Comment policy:** researched other policies; used ACL's policy as our baseline

Who Are You?

Rules of Thumb

- Don't make people guess whose page they are looking at or where information comes from.
- Include your branding whenever, and on whatever, you can.



Who Are You? Examples

SMP Resource Center

Join Us!

WE ARE ON FACEBOOK

- Like Us
- Follow Us
- Share

www.smpresource.org 877-808-8080

Happy 4th of July!

TO CELEBRATING FREEDOM

WELCOME TO THE LAND OF THE FREE AND HOME OF THE BRAVE!

Join the

On July 12, 2017

For

Collaboration NOT COMPETITION

At

8:30 am & 10:15 am

To get the most out of this session, state SMPs and SHIPs are encouraged to come together.

2017 SMP/SHIP National Conference

Senior Medicare Patrol

REMEMBER

CMS and Medicare will contact you by phone to ask for personal information relating to the issuance of your Medicare card. Any such contact is a scam.

NEW MEDICARE CARD

REMOVAL OF SSN

Medicare is removing Social Security numbers from Medicare cards.

IDENTITY

Help protect your identity.

NEW NUMBER

Every Medicare card has a new "Medicare Number" that's unique to you.

YOU

Medicare will be mailing new Medicare cards between April 2018 and April 2019.

DESTROY OLD CARD

Once you get your new card, destroy your old card and start using your new card right away.

INVESTIGATIVE REPORT

EST. 2017

PHONE SCAMS

If you get a call that sounds like this...

- You've been specially selected (for this offer).
- You'll get a free bonus if you buy our product.
- You've won one of five valuable prizes.

Say "no, thank you and HANG UP!"

BREAKING NEWS

Fraudsters are calling Medicare recipients to tell them to pay for their new Medicare cards.

DESTROY OLD CARD

Once you get your new card, destroy your old card and start using your new card right away.

MORE INFORMATION

Go to CMS.gov and search for "Medicare card."

OR

News: Fraudsters at it again - SMPs are on the case... Fraudsters at it again - SMPs are on the case...

Content & Presentation

What information do you share and what ways can you share it?

- Open/annual enrollment period reminders
- Still trying to get approval for Facebook
- I like meme type posts. Short, informative, cute
- Medicare Workshops
- SMP postings
- Alerts/.. education material. / announcements AEP,
- Credible information about Medicare fraud and the "New Medicare cards!"
- Pictures of outreach events, SMP news and articles
- Updates on the HICAP, news. Also use images with all posts. Sometimes post videos via YouTube.
- HICAP/SHIP events for Enrollment periods and our monthly Welcome to Medicare events throughout the year
- We can't remove a page we set up incorrectly. How do we remove it?
- We also share Volunteer recruiting
- I would post recruitment information
- I share anything that might be of interest to the seniors in our service area....events, information from other non-profits in the area, news items (not political) that the seniors will benefit from, fundraising efforts and fun updates about our seniors centers, including senior activities.
- Materials we have created for handouts; content on the program; colorful and engaging posts; knowing your audience and gearing your posts that are relatable to your audience; plus upcoming events. Photos from events as the events are happening. etc...

Content Types

- Infographics
- Videos
- News
- State/local-specific
- General/shareable



Post Tip #1

- Never post without a picture or video!

Click here to read this article <https://www.cms.gov/Medicare/New-Medicare-Card/index.html>

Like Comment Share

<https://www.cms.gov/Medicare/New-Medicare-Card/index.html>



Overview - Centers for Medicare & Medicaid Services

The page could not be loaded. The CMS.gov Web site currently does not fully support browsers with "JavaScript" disabled. Please enable "JavaScript" and revisit this page or proceed with browsing CMS.gov...

CMS.GOV

Like Comment Share

To learn more click here: <https://www.cms.gov/Medicare/New-Medicare-Card/index.html>



REMEMBER



CMS and Medicare will never contact you by phone or email to ask for personal information relating to the issuance of the new Medicare cards.

Any such contact is a scam.

Post Tips, *continued*

- Never post without a picture or video.
- Tag people and businesses.
 - Use appropriate hashtags



#MedicareMondays

New York Senior Medicare Patrol SMP Spotlight from Victoria Thornton:
In planning for the month, days of the week are very important. We have developed a few fun days that we keep in mind when creating content: Medicare Mondays – Here we post Medicare tips, updates, or fun facts! #MedicareMondays



#MEDICAREMONDAYS

OBSERVATION STATUS:

Did you know that if your hospital status is "Under Observation", you are receiving Outpatient Hospital services & you have not been formally admitted as a patient!

If you are not formally admitted as a patient you may not be eligible for certain Medicare coverage once discharged!

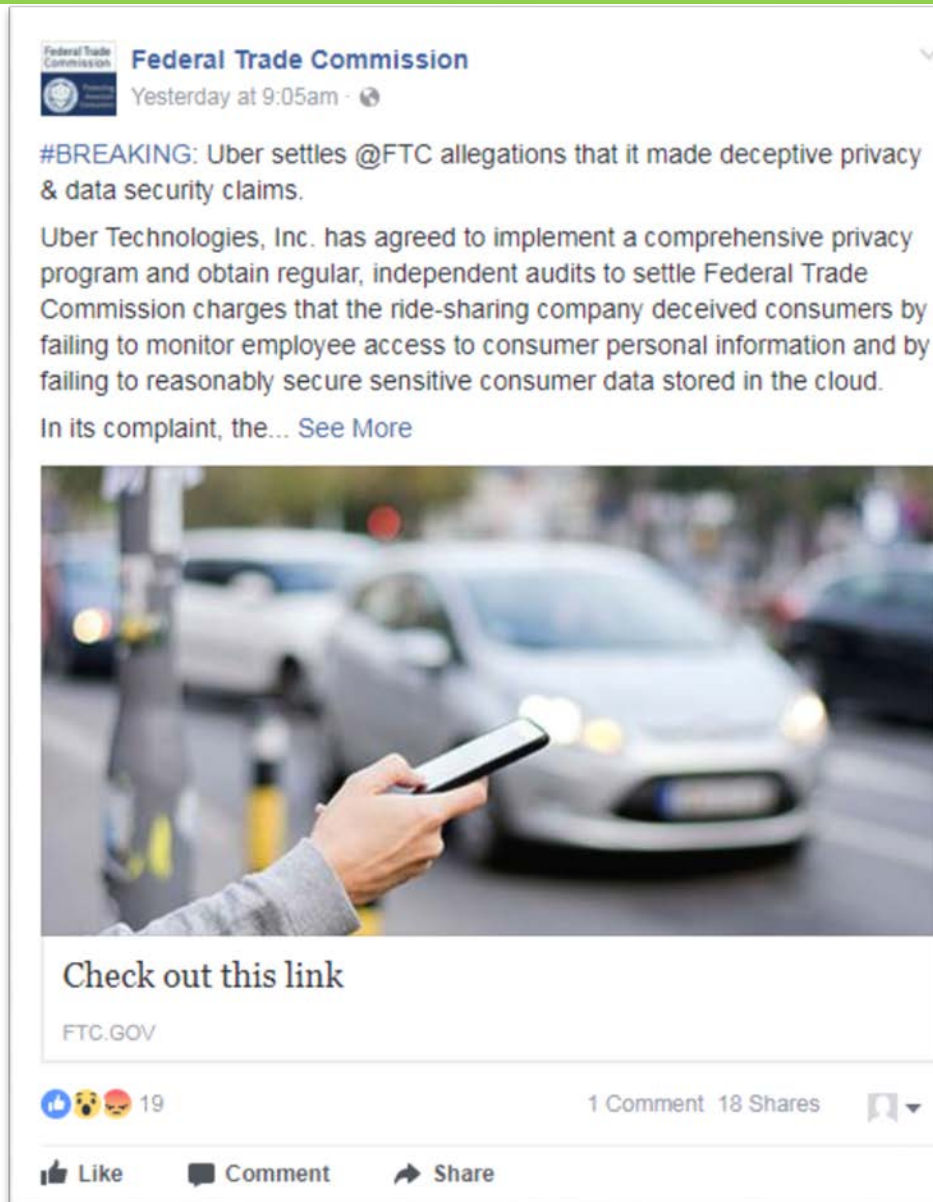


Post Tips, *continued*

- Never post without a picture or video.
- Tag people and businesses
 - Use appropriate hashtags
- **Avoid long posts**

<https://blog.bufferapp.com/optimal-length-social-media>

<https://www.facebook.com/iq/articles/capturing-attention-feed-video-creative>




The image shows a screenshot of a Facebook post from the Federal Trade Commission. The post is titled "#BREAKING: Uber settles @FTC allegations that it made deceptive privacy & data security claims." and includes a detailed text description of the settlement. Below the text is a photograph of a person holding a smartphone in front of a silver car. The post has 19 reactions (likes, love, wow, sad, angry), 1 comment, and 18 shares. The bottom of the post shows the standard Facebook interaction buttons: Like, Comment, and Share.

Federal Trade Commission
Yesterday at 9:05am · 🌐

#BREAKING: Uber settles @FTC allegations that it made deceptive privacy & data security claims.

Uber Technologies, Inc. has agreed to implement a comprehensive privacy program and obtain regular, independent audits to settle Federal Trade Commission charges that the ride-sharing company deceived consumers by failing to monitor employee access to consumer personal information and by failing to reasonably secure sensitive consumer data stored in the cloud.

In its complaint, the... [See More](#)



Check out this link

FTC.GOV

👍 🥰 😮 😡 19

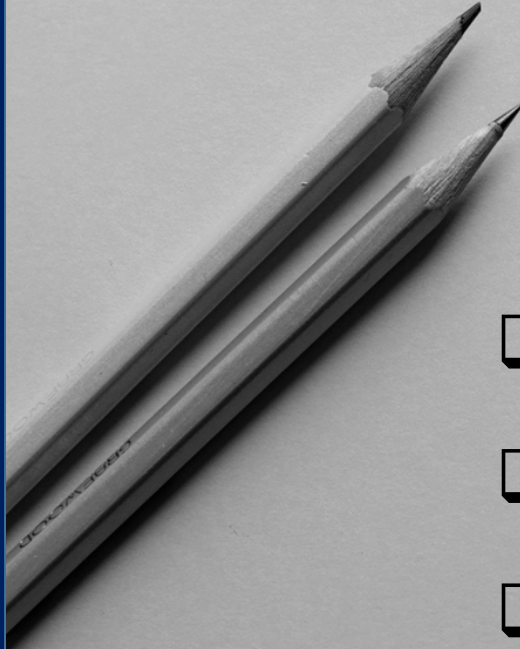
1 Comment 18 Shares

👍 Like 💬 Comment ➦ Share

Design Tips

Good design encourages a viewer to want to learn more.

- Alexander Isley

- 
- Two pencils are shown diagonally on the left side of the slide. One is a standard pencil and the other is a pencil with a different texture or finish.
- Keep it simple and short
 - Make it readable but NOT boring
 - Use quotes or powerful facts
 - Create a scene/story/theme
 - Have fun



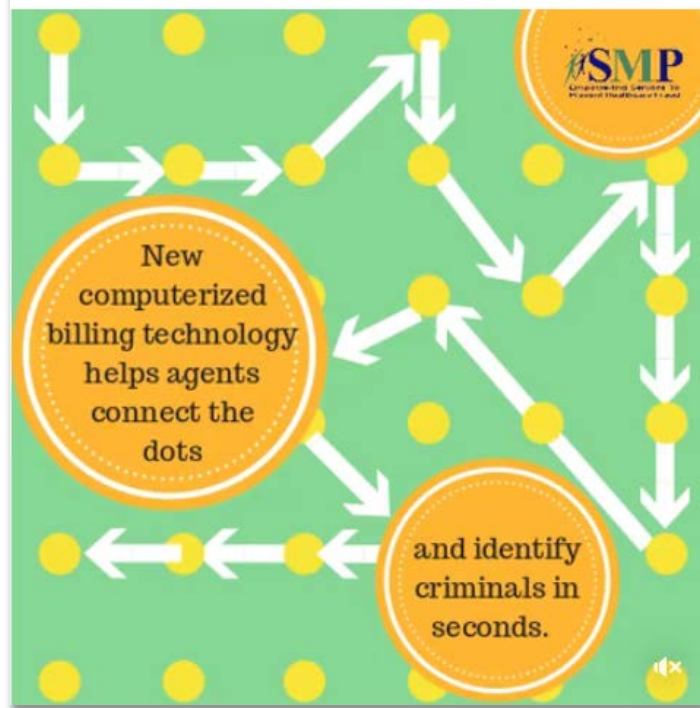
Calendar & Schedule

How do you organize it all and when do you post it?

Scheduling and Posting “Rules”

- Transparency – Times, days, events, projects, etc.

Click here to read Big Data Cuts massive Fraud: <https://www.smpresource.org/.../Big-Data-Cuts-Massive-Fraud.a...>



New York Senior Medicare Patrol SMP Spotlight from Victoria Thornton:
Fraud Alert Fridays – Here we post scams or fraud trends that we have been seeing in New York. #FraudAlertFridays

#FraudAlertFridays

Brought to you by: NY Senior Medicare Patrol

Beware of suppliers offering "FREE" or "DISCOUNTED" Diabetes supplies
You **MUST** have a Prescription from your doctor first, or else you **WILL** get stuck with the bill!

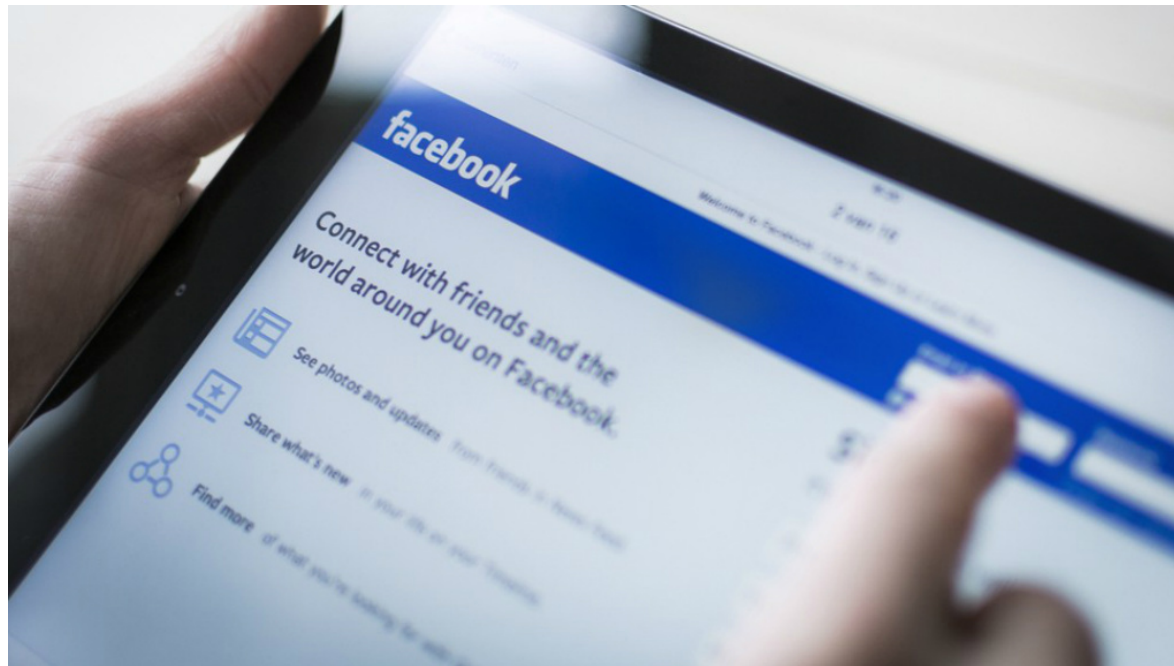


Call us for assistance (877) 678-4697

Boost Post

Scheduling and Posting “Rules,” *continued*

- Transparency – Times, days, events, projects, etc.
- Timing/Frequency – Morning, 1-2 times per day



https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&cad=rja&uact=8&ved=0ahUKEwio-jskuHVAhUmxoMKHVtAC8cQFgg8MAQ&url=http%3A%2F%2Fmashable.com%2F2010%2F10%2F28%2Ffacebook-activity-study%2F&usg=AFQjCNF47JFfqFhz9CswnjeE_ccKv6JM4A

Plan and Organize: Calendar

[August + 2017]							KEY:
							Holiday
							SMP NEWS
							Article
							Webinar
							SMP SPOTLIGHT
							Infographic
							Video
							Breaking News
							Reshare
SUNDAY	MONDAY	TUESDAY 1	WEDNESDAY	THURSDAY	FRIDAY 4	SATURDAY	
		SMP Spotlight	Reshare -Remember CMS Contact	SMP Spotlight	FTC Cracks Down on Robocallers		
SUNDAY	MONDAY 7th	TUESDAY	WEDNESDAY 9	THURSDAY	FRIDAY 11	SATURDAY	
International Friendship Day	Reshare - Medicare Fraud Definition	SMP Spotlight	Phone Scams	SMP Spotlight	Podiatrist Sentenced for Medicare Fraud		
SUNDAY	MONDAY 14th	TUESDAY	WEDNESDAY 16	THURSDAY	FRIDAY 18	SATURDAY	
	SMP Spotlight	New Medicare Cards	SMP Spotlight	Reshare - Back Brace Postcard	Psychiatrist Finally Meets His Match		
					SMP Spotlight		
SUNDAY	MONDAY 21th	TUESDAY	WEDNESDAY 23	THURSDAY	FRIDAY 25	SATURDAY	
	Eye on Oversight: Medical Identity Theft	SMP Spotlight	National Immunization	SMP Spotlight	Companies Resolve False Rehab, Hospice Claims		
SUNDAY	MONDAY 28th	TUESDAY	WEDNESDAY 30	THURSDAY	FRIDAY September 1	SATURDAY	
	SMP Spotlight	Reshare -Back Brace Postcard	Reshare - SMP MAP				

Based on a template found at www.hubspot.com

Plan and Organize: Calendar, *continued*

CONTENT TYPE	TITLE	LINK	IMAGE	Date Posted	Posts/Infographic Message	Approved
Video	National Immunization Awareness Month	https://youtu.be/hodb65EkorM	N/A	scheduled 8/23/2017	You need vaccinations no matter how old you are!	yes
SMP Spotlight - New York	Video	https://www.facebook.com/248916862231978/videos/260532347737096/		scheduled 8/24/2017	See Spotlight Page	yes
Article	Companies Resolve False Rehab, Hospice Claims	https://www.smpresource.org/News/20170720/141/Companies-Resolve-False-Rehab-Hospice-Claims.aspx	Z:\NCPTRC\Social Media\Calendar\SMP Spotlight\New York - August 2017	scheduled 8/25/2017	Click here to read Companies Resolve False Rehab, Hospice Claims:	yes
SMP Spotlight - New York	Tag, Tag, Tag	N/A	Z:\NCPTRC\Social Media\Calendar\SMP Spotlight\New York - August 2017	scheduled 8/28/2017	See Spotlight Page	yes
Reshare	Back Brace Postcard	N/A	Z:\NCPTRC\Social Media\Calendar\August 2017	scheduled 8/29/2017	Click here www.smpresource.org to learn more about your local SMP!	yes
Reshare	SMP MAP Infographic	N/A	Z:\NCPTRC\Social Media\Calendar\August 2017	scheduled 8/30/2017	Do you know your local SMP? Find them here: www.smpresource.org	yes

Plan and Organize: Schedule Posts

Write something...

Boost Post Publish

9 Scheduled Posts
Next post scheduled for today at 2:00pm. See posts.

Schedule
Backdate
Save Draft

Schedule Post

Publishing Schedule

Publication
Select a date and time in the future for when you want your post to publish.

9/6/2017 11:00 AM CDT

Distribution Schedule

Stop News Feed Distribution
Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.

Cancel Schedule

Page Inbox Notifications 4 Insights **Publishing Tools**

Scheduled Posts 9 + Create

Search... Actions Showing 1 - 9 of 9

Posts	Scheduled (CDT)
<input type="checkbox"/> Click here to read Psychiatrist Finally Meets His Match: https://www.smpresource.org/News/20170627/138/Psychiatrist-...	Aug 18, 2017 at 2:00pm Anita Doe
<input type="checkbox"/> Medical identity theft is the fastest growing form of identity theft. If you believe you are a victim, click here to learn more and find yo...	Aug 21, 2017 at 10:00am Anita Doe



Promotion & Launch

How do you let people know you're here?



Launch/Promotion

LET THE WORLD KNOW!

Launch Day!



MAY 1, 2017
JOIN US
ON FACEBOOK



SMP National Resource Center

 www.smpresource.org  877-808-2468

Launch Day!



WE ARE NOW
ON FACEBOOK

-  Like Us
-  Follow Us
-  Share

 www.smpresource.org  877-808-2468

How to use the SMP Resource Center Facebook Page

1. Log on to Facebook through your project's or agency's page
2. Search for SMP Resource Center to find our page.
 1. "Like" our page
 2. Select "see first" under the follow button so our posts show up easier for you.
3. Find a post you like and select a "reaction" to the post OR better yet, SHARE the post to your project's or agency's page.
4. If you would like to share a post to your personal page, find the Facebook page for your local SMP project or agency and share the post from their page.





Lessons Learned

Start small -
think big

If it's not
free – ASK!

Keep
learning

Use what is
created for
you

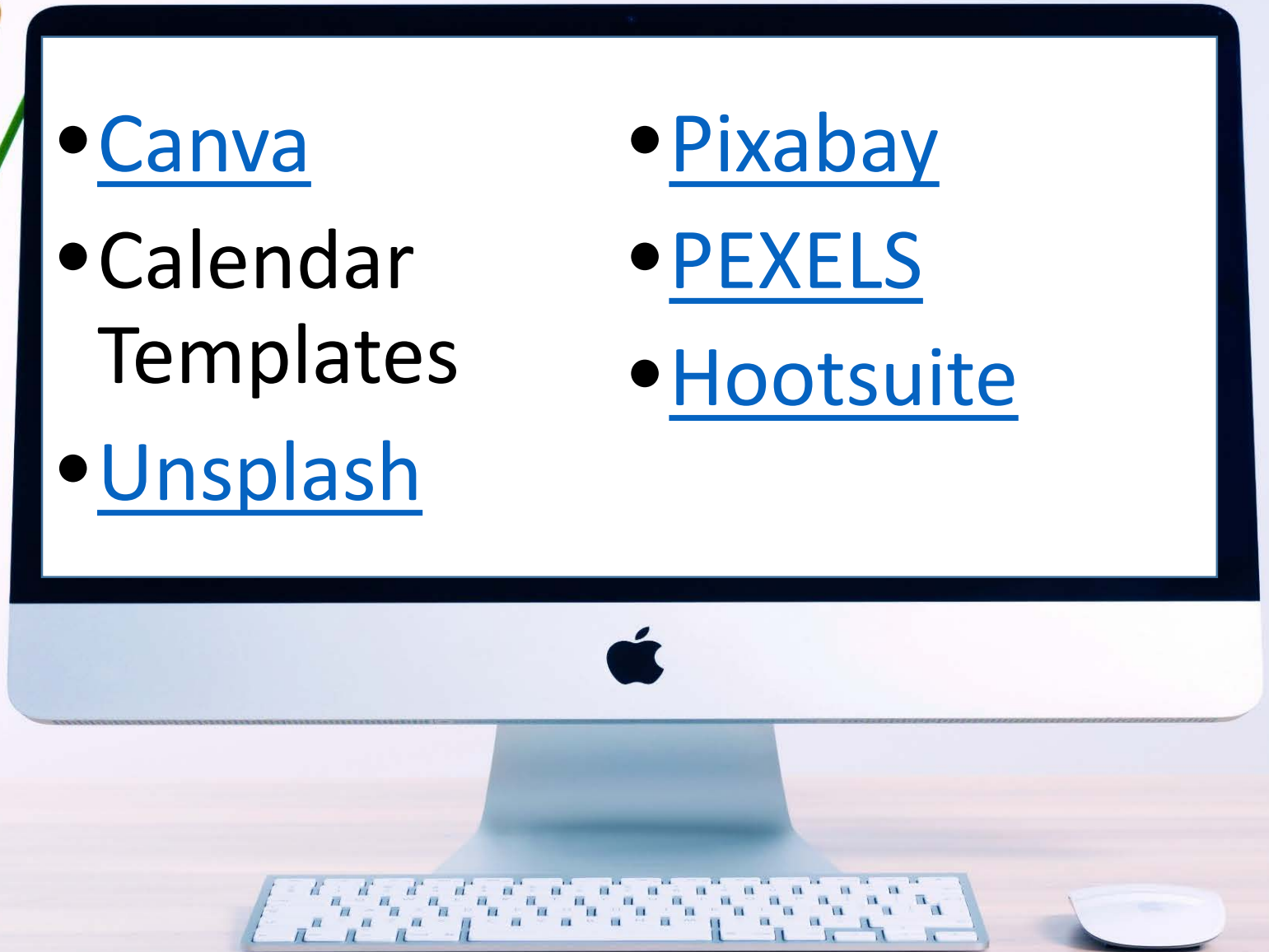
Facebook
changes ALL
THE TIME!

It can be
done!



Tools to keep in your back pocket

- [Canva](#)
- [Pixabay](#)
- Calendar Templates
- [PEXELS](#)
- [Unsplash](#)
- [Hootsuite](#)





SMP and SHIP
Resource Center
Facebook Resources

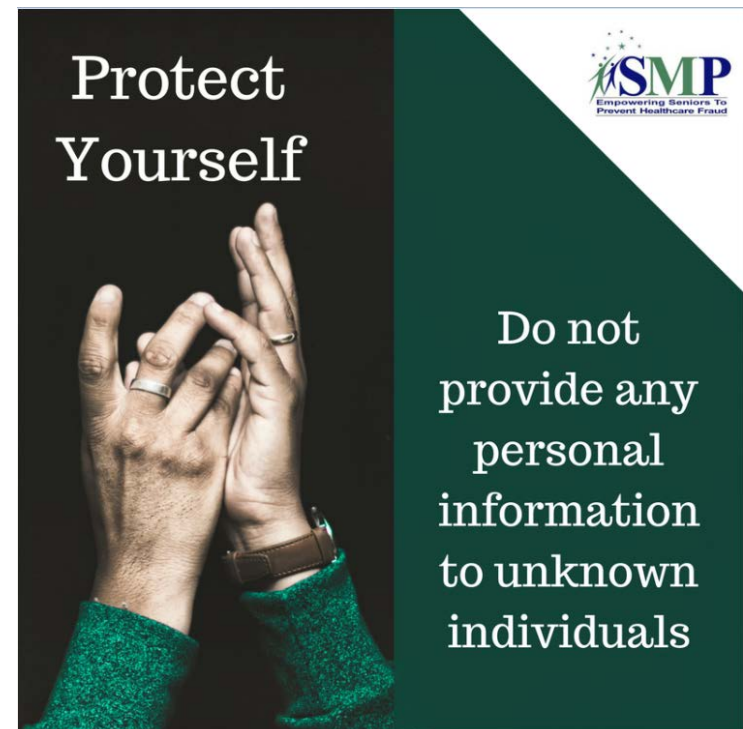
SMP Resource Center Infographics

- Infographics are in the SMP Resource Library for you to use.
- They all have “SMP Resource Center Infographics” in the title.
- You can also do an advanced search with “social media” as the “type.”
- SMPs have added infographics to the library as well.

[SMP Resource Center Infographics - SMP Program](#)

Abby Batterson | Center

This resource provides infographics to use primarily for social media (i.e. Facebook) but could also be printed and used as posters or on handouts.



Additional Resources in the SMP Resource Library

- Calendar Template (with today's webinar resources)
- National Awareness Events Calendar
- [SMP Spotlight](#)

[National Awareness Events Calendar](#)

SMP Resource Center | Center

This calendar outlines designated national awareness weeks and months related to the SMP mission for use in targeting SMP outreach efforts.

[SMP Spotlight](#)

SMP Resource Center | Center

Each month, the SMP National Resource Center Facebook page spotlights one SMP project.

SHIP Resource Center Facebook Posts

- Sample Facebook Posts For Use with SHIP Volunteer and Client Testimonials

Sample Facebook Posts For Use with SHIP Volunteer and Client Testimonials

Source: CENTER

Contributed by: Angela Burk

Date Added: 8/15/2017

Description: The SHIP TA Center now has testimonials from both volunteer counselors and SHIP clients who have been helped. For your convenience, we offer sample posts below to accompany each of the nine currently available testimonials produced by the SHIP National Technical Assistance Center (SHIP TA Center). This document will be updated with sample posts for the r

Sample posts for SHIP client testimonials:

Feel free to customize these sample posts as desired, including with your state's SHIP program name.

1. Betty Jerry

Overwhelmed by Medicare? So was Betty Jerry. In this short video, she recounts her experience and how SHIP helped her. "Medicare, it was confusing - trying to decipher all the information - it was very confusing." She found it helpful to have her coverage options explained in-person when making her decisions. Contact us at _____. We'll help you navigate the complexities of Medicare.

Additional Resources in the SHIP Resource Library

- Calendar Template (with today's webinar resources)
- National Awareness Events Calendar

National Awareness Events Calendar

Source: CENTER

Contributed by: Ginny Paulson

Date Added: 8/31/2017

Description: This document can help you organize your outreach, education, and media efforts around national themes. It explains days, weeks, and months that are dedicated to issues pertinent to the SHIP mission and target audience, including Older Americans Month, Money Smart Week, National Volunteer Week, National Medicare Education week, and more.

Files:

- [National_Awareness_Events \(2017\).pdf](#)
- [National_Awareness_Events \(2017\).xlsx](#)

A photograph of a person's hands holding a smartphone over a laptop keyboard. The image is overlaid with a semi-transparent blue filter. A white rectangular box is centered over the text.

Now ask yourself...

Would you follow your own page?



Using Paid Facebook Ads for Targeted Outreach to Older Adults

Brandy Bauer

Communications Manager, Economic Security

Sept. 6, 2017



National Council on Aging

Improving the lives of 10 million older adults by 2020



Benefits Outreach Toolkit: Guide to Using Facebook Ads

<https://www.ncoa.org/centerforbenefits/outreach-toolkit/>

- Get research findings
- Step-by-step guide to running your own Facebook ad campaign
- Other guides include:
 - Earned media
 - Radio ads
 - Telephone town halls



Webinar Resources

Heather Flory, The Center

Webinar Resources:

Today's recording and PowerPoint presentation

SHIPs

- Step 1: Login at www.shiptacenter.org/login.
- Step 2: Go to the Resource Library and view the "Recent" list or conduct a search.
 - *Tip: Search for keyword "social media."*

SMPs

- Step 1: Login to the SMP Resource Library at www.smpresource.org/resourcelibrary.
- Step 2: View the "Recent" list or conduct a search
- *Tip: Search for keyword "social media."*

Tip: Click the link to webinar resources provided in your emails from WebEx.

SMPs: Find Resources in the Library

Step 1: Login to the SMP Resource Library at www.smpresource.org > Resources for SMPs.

Step 2: Search by **keyword** or use the **advanced search** to find a specific type of resource, origin, language, topic, etc.

Keyword Search Tip:

To find today's webinar resources, use keyword "social media."

Home > Resources

Resources

Search: [Advanced Search](#)

Status:

Show Only My Resources

Advanced Resource Search

Keyword Search: Status: Origin: Language:

Intended Audience:

Type:

<input type="checkbox"/> Advertisement	<input type="checkbox"/> Annual Report	<input type="checkbox"/> Article/Newsletter
<input type="checkbox"/> Assessment/Survey	<input type="checkbox"/> Billboard	<input type="checkbox"/> Brochure

SHIPs: Find Resources in the Library

Step 1: Log in at www.shiptacenter.org

Step 2: Search the SHIP Resource Library by **keyword** or **category**.

Keyword Search Tip:

To find today's webinar resources, use keyword "social media" and select the "Exact Match" box to search for this exact phrase.

Use the categories to search by pre-filled lists.

Features Counselor Training Medicare and Other Insurance Center Services SHIP Operations **Resource Library** Calendar

SHIP Profiles SHIP Directors Only Volunteer Stories How SHIP Helped Me

Welcome to the SHIP Resource Library!

Search here for resources created by SHIPs or for SHIPs.

Keyword Search

social media

Exact Match ?

Search Upload Resource

Subject Activity Type Audience

None selected None selected None selected None selected

Source

None selected

Questions?

Thank you for participating in today's webinar!

This presentation is available for download from WebEx during the Q&A session.

If you have questions later,
SMPs, email: info@smpresource.org
SHIPs, email: info@shiptacenter.org



The production of this webinar was supported by grant numbers 90ST1001 and 90MPRC0001-01-00 from the Administration for Community Living (ACL). Its contents are solely the responsibility of the SMP Resource Center & SHIP TA Center and do not necessarily represent the official views of ACL.