

Social Media Webinar: Experience from the Field

September 26, 2018

Welcome!

SMPs

- Senior Medicare Patrol

SHIPs

- State Health Insurance Assistance Program

MIPPAs

- Medicare Improvements for Patients and Providers Act



ACL = Administration for Community Living

WebEx functionality

2



1) The **view icon** in the upper right corner changes your view in WebEx.

- **Tip:** Select the middle option so you can see who's speaking!

2) The **toolbar** on the left side of the screen allows you to zoom in and out to show a closer or farther out view of the PowerPoint presentation.

3) The **menu** at the bottom allows you to mute your line, open the participants and chat panels, and leave the event.

4) The **panels** on the right show participant information, chat, and polling (when in use). Use the arrow and x to open and close the panels.



Tip: To raise your hand, open the participant panel and click the hand icon in the lower right corner.

1



3



4

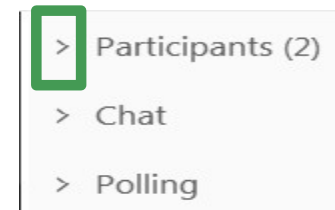


This training will be interactive!

- 1 Click the Participants button in the menu at the bottom.



- 2 Click the arrow to open the Participants panel on the right.



- 3 Use the buttons at the bottom of the Participants panel to raise your hand or answer yes/no questions.



Today's Presenters

Dan Hoblick
Communications
Officer, South
Dakota Department
of Human Services



Linda Madsen
SMP Project
Manager, North
Dakota Center for
Persons with
Disabilities



Angela Burk
Communications &
Technology
Manager, SHIP
Technical
Assistance Center



Agenda

South Dakota MIPPA/SHIP/SMP

- Dan Hoblick

North Dakota SMP

- Linda Madsen

SHIP Technical Assistance Center

- Angela Burk

Resources

Sharing / Q&A session

Which of these social media strategies are you currently using? Select all that apply.

- Social media posting schedule
- Facebook ad campaign
- Comment monitoring

Tip: When polling ends, click the arrow to reopen the Participants panel.

- > Participants
- > Chat
- > Polling

South Dakota

DHS

DEPARTMENT OF HUMAN SERVICES



senior health information
& insurance education



National Council on Aging Facebook Grant Presentation

Program Background

- SHIINE is an acronym for the Senior Health Information & Insurance Education Program.
- SHIINE is a federal program designed to help individuals with questions about Medicare and protecting their benefits.
- SHIINE is funded through the Administration for Community Living and administered by the South Dakota Department of Human Services Division of Long Term Services and Supports.

How We Started Using Social Media

- SHIINE's Social Media Use Began In January 2018
- One Platform – Facebook
- Developed a Posting Schedule


Objectives

- Increase program visibility.
- Attract new individuals needing services.
- Increase lead traffic at regional offices.

Campaign Overview


- 9 Ads
- 408 Leads
- Spent \$9,200
- Average Cost Per Result - \$25.44

Ad Success

 **SHIINE - SD's Senior Health Information & Insurance Education Program** [Like Page](#)

Sponsored · 🌐




Living on a fixed income? You may qualify for benefits to help



WWW.SHIINE.NET

Free Survey: See If You Qualify [Learn More](#)

This post is brought to you by SHIINE, a free, unbiased...

   111 9 Comments 45 Shares

[Like](#) [Comment](#) [Share](#)

 **SHIINE - SD's Senior Health Information & Insurance Education Program** [Like Page](#)

Sponsored · 🌐

Extra Help is a federal program that helps pay for some to most of the out-of-pocket costs of your Medicare prescription drug coverage. Fill out this survey! SHIINE can help determine if you qualify!



WWW.SHIINE.NET

See If You Qualify [Learn More](#)

  106 7 Comments 43 Shares

[Like](#) [Comment](#) [Share](#)

Challenges

- Program Staff Departures
- First Time Users
- Ad Approval/Disapproval
- Time
- Comment Monitoring
- Ad Confusion

Key Takeaways

- Keep Ads Clear & Concise
- Useful Data
- Affordable
- Plan Ahead

Moving Forward

- Right now, we are using the business manager tool for the open enrollment period and have plans to utilize it during our volunteer recruitment months.
- Incorporated more social media use into our program's marketing plan for the next year.

What types of information do you currently post? Select all that apply.

- Team members/volunteers
- Events
- Posts from others
- Local/regional news
- Scam of the month

Tip: When polling ends, click the arrow to reopen the Participants panel.

- > Participants
- > Chat
- > Polling

Social Media: Experience From The Field

Linda Madsen

ND SMP

09-26-2018

What We Post

- Our Team Members
 - Upcoming Events
 - Current/Recent Events and Venues
 - Share Posts From Others
 - Important Information
 - Local/Regional News
 - Volunteers
 - Scam of the Month
 - Create your own eye catching post!
- 



Protect!
Detect!
Report!



Protect!
Detect!
Report!

NO 132, VOL. 11 NORTH DAKOTA WEDNESDAY, AUGUST 09, 2017 SENIOR EDITION

SUPER HEROES

Don't be a Target of Healthcare Fraud



Meet our Regional Volunteer Coordinators...our Superheroes!

ND SMP employs 4 Regional Volunteer Coordinators (RVCs) throughout the state. The RVCs serve in each of ND's human service regions. The RVCs educate Medicare beneficiaries, caregivers, and family members in their region on how to protect their personal information; identify and report errors on health care bills; and identify deceptive health care practices.

Apryl Davenport serves the northwest part of the state, **Regions I-II**. She is based out of Minot.

Lou Wagner serves the northeast part of the state, **Regions III-IV**. She is based out of Grand Forks.

Eunice Meidinger serves the southeast part of the state, **Regions V-VI**. She is based out of Bismarck.

Nancy Hoff serves the southwest part of the state, **Regions VII-VIII**. She is based out of Dickinson.

North Dakota Senior Medicare Patrol Phone: 800-233-1737 or (701) 858-3580
For more information or to locate your SMP, visit www.ndcpd.org/smp

This project was supported, in part, by grant number 90MP0217, from the Administration for Community Living, Department of Health and Human Services. Points of view or opinions do not necessarily represent official Administration for Community Living policy.

Regional Volunteer Coordinators (RVCs)

Upcoming Events

Upcoming Events

- | | | |
|------------------|---|--|
| SEP
27 | Minot: Healthcare Fraud & Identity Theft Pre...
Thu 10:30 AM · by North Dakota Senior Medicare Patro... | The Parker - Minot ND
Minot, ND |
| OCT
4 | Minot: 2018 Parkinson's Symposium (ND S...
Thu 9 AM · by North Dakota Senior Medicare Patrol (N... | Sleep Inn & Suites Minot
Minot, ND |
| OCT
9 | Wildrose: Healthcare Fraud & Identity Theft ...
Tue 1 PM · by North Dakota Senior Medicare Patrol (N... | Wildrose Senior Citizens
Wildrose, ND |
| OCT
10 | Grenora: Healthcare Fraud & Identity Theft ...
Wed 1 PM · by North Dakota Senior Medicare Patrol (N... | Grenora & Comm Senior Citi...
Grenora, ND |
| OCT
10 | Grenora: Healthcare Fraud & the New Medic...
Wed 1 PM · by North Dakota Senior Medicare Patrol (N... | Grenora Senior Center |



North Dakota Senior Medicare Patrol (ND SMP) added an event.

September 9 at 6:42 PM · 🌐

Join ND SMP at the Grenora Senior Center for a presentation on Medicare fraud & scams.

ND SMP provides products and services to ND seniors that promote understanding of Medicare and Medicaid program benefits. Volunteers work to educate ND seniors about the importance of reviewing their Medicare notices to identify billing errors, as well as potentially fraudulent activity.

... See More



WED, OCT 10 AT 1 PM

Grenora: Healthcare Fraud & Identity Theft Prevention

★ Interested

Recent Events - the community

 **North Dakota Senior Medicare Patrol (ND SMP)** ...
Published by Suzanne Blessum [?] · September 11 at 6:45 AM · ⚙

Irene, one of the ND SMP volunteers was at Somerset in Minot on Friday to talk about Medicare Fraud and Identity Theft with this great group. #smp #ndsmp #medicare

SMP volunteer Irene speaking to residents at Somerset.



 **North Dakota Senior Medicare Patrol (ND SMP)** ...
Published by Suzanne Blessum [?] · August 16 at 9:43 AM · ⚙

ND SMP had a great time in Plaza last evening! We spoke to 25 friendly Plaza folks about protecting themselves from Medicare Fraud and Scams & listened to their scam stories. #smp #ndsmp #medicare



Events - venues and presenters



More venues





North Dakota Senior Medicare Patrol (ND SMP) ...
@SMP Published by Suzanne Blessum [?] · August 9 · 🌐
ND SMP was at Henry Towers in Minot yesterday talking about the Medicare Savings program and the SNAP program.. #ndsmp #smp #medicare



HUD Housing

Senior Centers





The Presenters





RVCs and
Volunteers

RVCs and Volunteers



Sharing Posts

 North Dakota Senior Medicare Patrol (ND SMP) shared a post. ⋮
Published by Suzanne Blessum [?] · Yesterday at 7:17 AM · ⚙️

Here are several ways to protect yourself from a fraudulent health screening:




- Never give your Medicare, Social Security number or banking information to strangers.
- Don't trade personal information for "free" medical tests.
- Decline any offers of lab testing without a direct order from one of your doctors.
- If you do give personal information, keep watch on correspondence from your health insurance provider for any unauthorized charges.


<http://www.globe.com/business/2018/07/29/avoid-brake-health-related-scams-target-seniors>

SMP National Resource Center
September 7 at 10:00 AM · 🌐

Read Health-related scams target seniors: <https://smpresource.news/health-relatedscams>

 North Dakota Senior Medicare Patrol (ND SMP) shared a post. ⋮
Published by Suzanne Blessum [?] · 8 hrs · ⚙️

Guard your Medicare card! #smp #medicare #ndsmmp



2,976 Views

Medicare
Yesterday at 10:29 AM · 🌐 👍 Like Page

Medicare cards are changing with new, more secure numbers. But con artists never change. Guard your card, like a credit card and don't give your Medicare number...
[See More](#)



North Dakota Senior Medicare Patrol (ND SMP)

Published by Suzanne Blessum [?] · August 28 at 6:24 AM · ⚙️

An up-to-date medication list is so important! Use your Personal Health Care Journal to keep a record of medications. Contact ND SMP at 1-800-233-1737 for more information. #smp #ndsm

MEDICATION CHECKLIST

An up-to-date medication list is an important tool for the family caregiver and your care recipient's doctor(s).

by Caregiver Action Network

1 MAINTAIN AN UP-TO-DATE MEDICATION LIST

Be sure to list the name, dosage, and frequency of the medication, the reason for taking it, any dosing directions, the start date, and when appropriate, the end date.

2 "TRANSLATE" HAND-WRITTEN PERSCRIPTIONS

Don't be shy about asking all doctors to "translate" their handwriting, so you can have a record of what they prescribed and why.

3 WRITE THE CONDITION TREATED ON EACH MEDICINE BOTTLE

You might find that your care recipient is taking three different pills for the same condition, each prescribed by a different physician. That may be exactly what is needed, but it is definitely a red flag to alert you to ask questions

4 USE THE SAME PHARMACY WHEN POSSIBLE

Develop a strong rapport with your pharmacist and let



Important Information



North Dakota Senior Medicare Patrol (ND SMP)

Published by Suzanne Blessum [?] · September 13 at 7:46 AM · ⚙️

Preventing isolation and loneliness is important among seniors. The opportunity to live in assisted living has proven to be beneficial for the mental, physical, and social needs of our seniors. This week we celebrate National Assisted Living Week.

<https://www.ahcanca.org/ncal>





North Dakota Senior Medicare Patrol (ND SMP) shared a post. ...

Published by Suzanne Blessum [?] · August 24 at 12:34 AM · ⚙

Contact SMP at 1-800-233-1737 for more information on how to prevent fraud and identity theft. #smp



KX News

August 23 at 8:45 PM · 🌐

It's important to protect yourself from scams and frauds. We have some tips on how you can stay safe.



MYNDNOW.COM

How To Prevent Scams and Fraud

Scams and frauds are something all of us need to be on the lookout for.

Local News

Volunteers

Tips to Prevent Health Care Fraud as you Cook!

Remember: Did you know that a con artists steals someone's identity every two seconds. Stop. Check it out before giving out any personal information.

Sesame Noodle Salad

Ingredients:

- 1# spaghetti
- 1/2 c. sesame oil
- 1/4 c. corn oil
- 7 TBSP. honey
- 6 TBSP. Soy Sauce
- 2 tsp. red pepper flakes
- 1 tsp. salt
- 3 green onion, chopped
- Honey roasted peanuts
- Sesame seeds
- Chopped cilantro

Directions:

1. Cook pasta according to package directions. Drain and rinse in cold water to cool.
2. Mix sesame oil, corn oil, honey, soy sauce, red pepper flakes and salt, Pour over noodles.
3. Refrigerate for 4 hours.
4. Just before serving, sprinkle with peanuts, green onions, cilantro, and sesame seeds (optional: sprinkle with additional red pepper flakes).



Recipe: Courtesy of Ashley Dhuyvetter as found on Pinterest.



Tony Wanner is the president of the Golden Valley Senior organization in Beach – and our featured volunteer for SMP this month.

Tony has been a member of the group since 2009 and president for 4 years. At one time the senior center participation was dwindling, Tony helped to revive interest and now daily noon meals are provided by Elder Care at Buzzy's Cafe. About 40 neighbors (everyone is a neighbor in a small town!) congregate at Buzzy's Café for daily visits and monthly meetings, which always include a discussion on scams led by Tony. The Golden Valley Seniors are now the largest group in southwestern ND.

Tony says the group is strong because "everyone bonds as good friends. Ninety percent of the members are single and the greatest advantage is to have someone to eat and socialize with – and a plus is having someone else doing the cooking! Keeping involved is very good for everyone."

Tony retired from the weigh station for the Highway Patrol in 2002. He prepares taxes each year and now works part time for the City of Beach. He credits Beginning Experience for the confidence to lead the group and other aspects in life. He enjoys camping and fishing with his kids and 14 grandchildren.

Nancy Hoff with SMP thanks Tony for his dedication to keeping his community active, sharing information with his group and especially his friendly nature.

This project was supported, in part, by grant number 90MP0217, from the Administration for Community Living, Department of Health and Human Services. Points of view or opinions do not necessarily represent official Administration for Community Living policy.



North Dakota Senior Medicare Patrol (ND SMP)

Published by Suzanne Blessum [?] · September 6 at 7:05 AM · ⚙

We have such great volunteers and we need more! Here are a couple of volunteer testimonies as to why they volunteer. Will you be our next volunteer? #volunteer #smp #ndsm



Why I Volunteer...

I became a volunteer in 2014 after hearing Regional Volunteer Coordinator Lou present at the Greater Grand Forks Retired Teachers' Association meeting. "We all need to know current scams. Everyone is vulnerable, especially senior citizens. It's always a good feeling to present!"

- Gary S. (ND SMP Volunteer)



Why I Volunteer...

"My main reason for volunteering with SMP is because a very kind woman helped my parents with their questions and problems with Medicare. I just want to pay it forward. It has been a very good experience for me. I have been volunteering for 5 years."

- Vicki B. (ND SMP Volunteer)

Will you be our next volunteer?





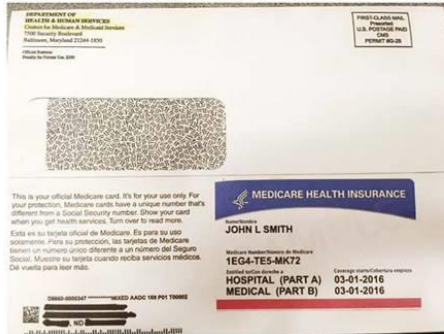
ND SMP Scam of the Month – May 2018

New Medicare cards will be arriving soon!

What you need to know about the new Medicare cards? **YOU DON'T NEED TO DO ANYTHING!!**

- As long as your current address is correct, the new cards will automatically be mailed to North Dakota beneficiaries after June 2018 through April 2019.
- Your new card will be mailed in an envelope that looks like the example below.
- If you believe Social Security does not have your current address, call 1-800-773-1213 or visit My Social Security account at <https://www.ssa.gov/myaccount/> and verify or change your current mailing information.
- Watch out for scams? Scam artists may try to get personal information (like your current Medicare number) by contacting you about your new card. If someone asks for your personal information or threatens to cancel your health benefits if you don't share the information, **HANG UP** and call ND SMP at 1-800-233-1737 or Medicare at 1-800-633-4227.

Source of information: *New Medicare Cards in the Mail* (April 2018). Retrieved from <https://www.medicare.gov/newcard/>



North Dakota Senior Medicare Patrol Phone: 800-233-1737 or (701) 858-3580
For more information or to locate your SMP, visit www.ndcpd.org/smp

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Like us on Facebook: North Dakota Senior Medicare Patrol

Scam of the Month

Create Posts

DO YOU REMEMBER PLAYING THIS GAME?

The game of Sorry! is just a game, but your identity is not. It is so **IMPORTANT** to become educated about how to protect your identity. Don't gamble with your identity or you'll be Sorry!

Contact us today at **1-800-233-1737** or stop by one of our upcoming events! www.ndcpd.org/smp



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North Dakota Senior Medicare Patrol (ND SMP)

Published by Suzanne Blessum [?] · August 21 at 6:58 AM · ✨

Contact ND SMP to find out how to protect yourself from healthcare fraud and identity theft. #ndsmp #smp #clue

DO YOU REMEMBER PLAYING THE GAME CLUE?

The game of Clue taught us about how to solve a crime. It is so **IMPORTANT** to become educated about how to protect your identity from fraud. Be on the lookout for clues and protect, detect, and report!

Contact us today at 1-800-233-1737 to become educated on healthcare fraud & identity theft.



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Does your program currently share posts from any of these Centers? Select all that apply.

- SHIP Technical Assistance Center
- SMP Resource Center
- NCOA Center for Benefits Access
(a.k.a. the MIPPA Center)

Tip: When polling ends, click the arrow to reopen the Participants panel.

- > Participants
- > Chat
- > Polling



SHIP National Technical Assistance Center @SHIPTACenter



ship state health insurance assistance programs

local help for people with Medicare

SHIP TA Center Facebook Page

- Videos
- Groups
- Community
- Info and Ads

Create a Page



SHIP National Technical Assistance Center

September 14 at 10:00 AM

Medicare's Open Enrollment Period (#OEP) is one month away. Now is the time to schedule an appointment with your local State Health Insurance Assistance Program (#SHIP) to review your choices and explore other possible options for health and drug plans.



About the SHIP TA Center

The SHIP National Technical Assistance Center (SHIP TA Center) serves as a central source of inform...

See More

Community

See All

345 people like this

372 people follow this

SHIP TA Page objective

To produce shareable content, directed at members of the general public, for 54 SHIP programs.

Content includes SHIP promotion, general Medicare information, and national events.



Know your audience

It's easy to create a post that YOU will like, but more important to create a post that your audience will like and benefit from.

TIP: create an "avatar" or a profile of your target audience and pin the list or image by your computer as a good reminder while you're building posts.



Keep it simple

Pair down complicated Medicare information or provide a link with expanded details.

Make sure your font is easy to read in a large type size and accompanied by a strong image.

Make your post short and sweet. Sprinkle additional facts within accompanying text or include a link for more information.



SHIP National Technical Assistance Center
September 6 at 10:00 AM · 🌐

To avoid common #Medicare coverage problems speak with your provider about Medicare's coverage of the services you need. Call your State Health Insurance Assistance Program (#SHIP) if you have any questions. Read notices you get in the mail to make sure your services were covered. If a service was not covered, you can follow instructions to appeal.

AVOID COMMON MEDICARE PROBLEMS

1. Make sure your provider accepts Medicare or works with your plan.
2. Understand Medicare coverage rules.
3. Know your right to appeal.
4. Speak with your SHIP if you have any questions.

ship state health insurance assistance programs

Keep it simple

If a post requires text or multiple steps, consider reformatting your information into an infographic image or a short instructional video.



Mix it up & have fun!

Don't be afraid to try a new style – then step back and see how people respond.

Add some variety to your page by posting more than just images and text. Try videos, quotes, infographics, and gifs.

One of my more creative ideas (which came to me right before falling asleep!) generated a post that has gotten the most views to date!



Measure your results

See how your posts fared by reviewing shares, likes, and impressions (in the insights tab) based on:

-content

-post type

-the time of day or day of the week you posted

Then, adjust your strategy accordingly.

08/27/2018 10:00 am		Worried about the out-of-pocket costs associated with			1.2K		33 25		
08/24/2018 10:00 am		"Those who love deeply never grow old; they may die of old			507		3 5		
08/23/2018 10:00 am		To be eligible for Medicare coverage of home health			1.3K		42 18		
08/22/2018 10:00 am		Enrolling in #Medicare soon? Contact your SHIP for one-on-			1.1K		18 13		
08/21/2018 10:00 am		New Medicare Cards are in the mail! Your new card will have a			1.1K		10 10		
08/20/2018 10:00 am		Home health care includes a wide range of health and social			650		6 11		
08/17/2018 10:00 am		SHIPs can help with #Medicare via telephone or in-person.			2.1K		73 54		
08/14/2018 10:19 am		Retirement age but still working? Even if you are covered under			1.1K		21 14		
08/13/2018 11:31 am		Home health care can be covered by either Medicare Part			2K		71 50		
08/09/2018 10:00 am		Home health care includes a wide range of health and social			449		10 9		
08/07/2018 10:50 am		Today's #Medicare beneficiaries choose from more than 20			609		25 25		

“Ask and ye shall receive”

- Do you have a partnering agency with a much bigger Facebook fan following? Ask them to share a post of yours.
- Engage your audience by asking questions or adding a call to action on your post.
- Invite people to like your page.
- Don't forget to list your page on your agency webpage and add a link like your Facebook page in your email signature.



Resources

Heather Flory, The Center

Resource Center Facebook Pages

SMP Resource Center

- www.facebook.com/SMPNationalResourceCenter
- Questions? Email: abatterson@smpresource.org

SHIP Technical Assistance Center

- www.facebook.com/SHIPTACenter
- Questions? Email: aburk@shiptacenter.org

MIPPA Center for Benefits Access (NCOA)

- www.facebook.com/NCOAging
- Questions? Email: brandy.bauer@ncoa.org

Related Webinars for SMPs, SHIPs, and MIPPAs

Social Media Webinars

- Getting Smart with Your Facebook Page (Sept 2017)
- Experience from the Field (Sept 2016)
- 7 Steps of a Superb Social Media Strategy (May 2016)

Outreach Webinars

- Outreach to Rural Communities Webinar (April 2018)
- Outreach Strategies: Experience from the Field (May 2018)

Storytelling Webinars

- Storytelling 101 (June 2017)
- Storytelling 201: How to Create and Tell a Great Story (Aug 2017)

Webinar Resources: Today's recording, presentation & bonus resource – Facebook Analytics Walk-through

SMPs

- Step 1: Log in to the SMP Resource Library at www.smpresource.org/resourcelibrary.
- Step 2: View the "Recent" list or conduct a search
- *Tip: Search for keywords "the field."*

SHIPs

- Step 1: Log in at www.shiptacenter.org/login.
- Step 2: Go to the Resource Library and view the "Recent" list or conduct a search.
 - *Tip: Search for keywords "the field" (and select the "Exact Match" box).*

MIPPA's

- Stay tuned for resources to be emailed to the MIPPA listserv.



Strategies to share? Questions?

Thank you for participating in today's webinar!

This presentation is now available for download from WebEx.



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

The production of this webinar was supported by grant numbers 90SATC0001 and 90MPRC0001 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.