Agenda

- Living in a Digital World
- Specific Social Channels
  - Facebook
  - Twitter
  - YouTube
- Tips on Engagement
Living In a Digital World

The Evolution of Media
Audiences: Fragmented & Hyper Connected

Yesterday

Today

[Images of various devices and logos representing technology and social media]
Digital Media Is NOT Just for the Young

Pew Research Center's Internet & American Life Project
# The Landscape of Social Media Users

<table>
<thead>
<tr>
<th>Use Any Social Networking Site</th>
<th>% of internet users who....</th>
<th>The service is especially appealing to ...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Facebook</td>
<td>67%</td>
<td>Adults ages 18-29, women</td>
</tr>
<tr>
<td>Use Twitter</td>
<td>16%</td>
<td>Women, adults ages 18-29</td>
</tr>
<tr>
<td>Use Pinterest</td>
<td>15%</td>
<td>Adults ages 18-29, African-Americans, urban residents</td>
</tr>
<tr>
<td>Use Instagram</td>
<td>13%</td>
<td>Women, adults under 50, whites, those with some college education</td>
</tr>
<tr>
<td>Use Tumblr</td>
<td>6%</td>
<td>Adults ages 18-29, African-Americans, Latinos, women, urban residents</td>
</tr>
</tbody>
</table>

Pew Research Center's Internet & American Life Project Nov/Dec 2012
Time Spent on Social Media

Social Networking Time per Person in HH:MM

<table>
<thead>
<tr>
<th></th>
<th>PC</th>
<th>MOBILE WEB &amp; APP</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>6:13</td>
<td>6:44</td>
</tr>
<tr>
<td>FEMALE</td>
<td>8:37</td>
<td>9:43</td>
</tr>
<tr>
<td>AGES 18-24</td>
<td>11:01</td>
<td>10:15</td>
</tr>
<tr>
<td>AGES 25-34</td>
<td>9:04</td>
<td>11:05</td>
</tr>
<tr>
<td>AGES 35-44</td>
<td>8:12</td>
<td>8:46</td>
</tr>
<tr>
<td>AGES 45-54</td>
<td>8:34</td>
<td>5:20</td>
</tr>
<tr>
<td>AGES 55-64</td>
<td>6:57</td>
<td>4:06</td>
</tr>
<tr>
<td>AGES 65+</td>
<td>4:18</td>
<td>3:42</td>
</tr>
<tr>
<td>WHITE</td>
<td>7:24</td>
<td>7:47</td>
</tr>
<tr>
<td>AFRICAN-AMERICAN</td>
<td>8:07</td>
<td>8:20</td>
</tr>
<tr>
<td>HISPANIC</td>
<td>7:19</td>
<td>11:13</td>
</tr>
<tr>
<td>ASIAN</td>
<td>7:49</td>
<td>6:42</td>
</tr>
</tbody>
</table>

© Nielsen 2012
Where Do You Get Your News Online?

- Traditional news sites: 80.00%
- Alternative news sites: 30.00%
- Facebook: 20.00%
- Twitter: 10.00%
- Podcast: 5.00%
- Other: 5.00%
- I don't read news online: 0.00%
# Health Related Searches (Surfing)

## Health Topics, by Education

<table>
<thead>
<tr>
<th>Health Topic</th>
<th>All Adults N=3,014</th>
<th>LT HS N=269</th>
<th>HS N=830</th>
<th>Some Coll. N=778</th>
<th>Coll+ N=1,115</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific disease or medical problem</td>
<td>45</td>
<td>16</td>
<td>31*</td>
<td>52**</td>
<td>64***</td>
</tr>
<tr>
<td>Certain medical treatment or procedure</td>
<td>35</td>
<td>10</td>
<td>26*</td>
<td>40**</td>
<td>50***</td>
</tr>
<tr>
<td>Health insurance, including private insurance, Medicare or Medicaid</td>
<td>20</td>
<td>8</td>
<td>12</td>
<td>24**</td>
<td>30***</td>
</tr>
<tr>
<td>Pregnancy and childbirth</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>12**</td>
<td>11*</td>
</tr>
<tr>
<td>Food safety or recalls</td>
<td>16</td>
<td>8</td>
<td>11</td>
<td>18**</td>
<td>22**</td>
</tr>
<tr>
<td>Drug safety or recalls</td>
<td>13</td>
<td>5</td>
<td>9*</td>
<td>15**</td>
<td>19**</td>
</tr>
<tr>
<td>Medical test results</td>
<td>12</td>
<td>2</td>
<td>6*</td>
<td>13**</td>
<td>22***</td>
</tr>
<tr>
<td>How to lose weight or control your weight</td>
<td>22</td>
<td>11</td>
<td>14</td>
<td>26**</td>
<td>30**</td>
</tr>
<tr>
<td>How to reduce health care costs</td>
<td>9</td>
<td>5</td>
<td>6</td>
<td>10**</td>
<td>13**</td>
</tr>
<tr>
<td>Caring for an aging relative or friend</td>
<td>12</td>
<td>4</td>
<td>8*</td>
<td>13**</td>
<td>16**</td>
</tr>
<tr>
<td>Drug you saw advertised</td>
<td>13</td>
<td>4</td>
<td>9*</td>
<td>16**</td>
<td>17**</td>
</tr>
<tr>
<td>Any other health issue</td>
<td>17</td>
<td>6</td>
<td>11*</td>
<td>20**</td>
<td>24**</td>
</tr>
</tbody>
</table>

Health Online 2013, Pew Internet & American Life Project, Jan. 15, 2013
Specific Social Channels

*Facebook, Twitter & YouTube*
Facebook

- Two-thirds (67%) of online Americans
- Spend 20 minutes/visit
- Popular actions include:
  - Update status
  - “Like” content
  - Share photos
  - Send personal messages
  - Tag others in photos

Twitter

- 16% of online adults
- More than a quarter (28%) of African Americans
- 27% Young adults (18-29)
- Residents of urban and suburban areas

YouTube

- 71% of online Americans
- African-American and Hispanic more likely than Whites to visit video sharing sites
- 72 hours of video are uploaded to YouTube every minute

Partnership Focus

- Holly Remer, Healthy Beginnings Coordinator, High Desert Education Service District, Oregon
Tips On Engagement

*Using Social Media to Reach & Engage Audiences*
Tips on Engagement

- Talk to people, not audiences
  - Be compelling
  - Be relevant
  - Be personal
  - Be different; funny is good
- Share and engage with other’s content
- What interests one person, doesn’t interest all
Find Your Partners on Social Media

- Follow partners on social media
  - Like them on Facebook
  - Follow them on Twitter
- Create “lists” on Twitter to keep up with their content
Sharing Content

- Share partner content (with commentary) on your social media channels
  - “Tag” on Facebook
  - RT on Twitter
- Share your news and events with them
  - Provide sample posts and tweets
Create Original Content

- Content remains king!
- Create your own:
  - Memes: [http://memegenerator.net/](http://memegenerator.net/)
- Post pictures
- Share Ads/PSAs
Use Social Media to Amplify Earned Media

- Follow reporters – some have Twitter and/or Facebook presence
  - RT stories
  - Comment on articles/posts
- Tweet/Post news articles on your social channels
Facebook & Twitter

- **Facebook**
  - Utilize “Event” functionality
  - Leverage timeline to share unique content
  - Consider “sponsored stories” (paid advertising) to expand reach

- **Twitter**
  - Follow discussions (#hashtags)
  - Dialogue with followers
  - Share content when it’s relevant/current
Create Original Content - Blogging

- Guidelines
  - 150-500 words
  - A data point/nugget
  - An observation
  - A video clip/photos
  - A few links
  - Surround it with a narrative

- Services
  - http://wordpress.com/
  - http://www.blogger.com
  - http://www.tumblr.com
Partnership Focus

- Sarah Ingersoll, Director, text4baby
Harnessing the Power of Mobile to Connect Families to Health Coverage
87% of adults age 18-29 in the U.S. have cell phones.

79% of Medicaid beneficiaries text.

99% of text messages are read.

90% are read within 3 minutes.
Text4baby is a free program of the non-profit National Healthy Mothers, Healthy Babies Coalition (HMHB). The founding sponsor is Johnson & Johnson. The White House Office of Science & Technology and the Department of Health & Human Services are among the over 950 partners who are actively promoting the service.

Text4baby is the largest national mobile health initiative reaching over 530,000 moms since launch three years ago.

Text4baby is available in both English and Spanish.

We reach low-income and young women, particularly Hispanic or African-American.
**Proven Results**

UC San Diego & National Latino Research Center Final Evaluation Results (N=625)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>65%</td>
<td>Reported that text4baby helped them remember an appointment or immunization that they or their child needed</td>
</tr>
<tr>
<td>74%</td>
<td>Reported that text4baby messages informed them of medical warning signs that they did not know</td>
</tr>
<tr>
<td>67%</td>
<td>Reported talking to their doctor about a topic that they read on a text4baby message</td>
</tr>
<tr>
<td>40%</td>
<td>Reported that they called a service or phone number that they received from a text4baby message</td>
</tr>
<tr>
<td>50%</td>
<td>...of participants without health insurance reported calling a service number</td>
</tr>
</tbody>
</table>

**Alliance of Chicago Community Health Services**

11% vs 17%

There was a lower percentage of missed appointments among t4b users (n=917) vs. non-users (n =1647)*

*Note: This outcome was not the result of a research study*
Goals:

- Encourage uninsured moms to apply for coverage by providing a brief description of benefits and eligibility.
- Identify the number of uninsured users who reported they applied for Medicaid/CHIP.
- Remind current Medicaid/CHIP beneficiaries and those interested in Medicaid/CHIP to renew coverage.
Medicaid Enrollment: 3 days following text4baby enrollment

1. Has Health Insurance
   - Free msg: That’s great! What type of health insurance do you have? Reply 1 for Employer/Union; 2-Medicaid/CHIP; 3-Veterans/Military; 4-Other.

   (1/2) Free msg: Text4baby wants to share information about free/low-cost health insurance for you & your kids. It’s called Medicaid/CHIP.
   (2/2) Do you have health insurance right now? Reply 1 for Yes or 2 for No.

2. No Health Insurance
   - Free msg: Medicaid/CHIP pays for pregnancy check-ups & delivery. For kids who qualify, it covers check-ups, sick visits, medicine, dentist visits & more.

   (2/2) You may qualify if your family (of 4) income is below $46,100 (maybe more). Call 877-543-7669 or go to www.insurekidsnow.gov/state for info and to sign up.
   - User marked as “Interested in Medicaid/CHIP”

1, 3, or 4: Private or Military Insurance
   - Free msg: Thank you for the response. If your situation changes, you can always call Medicaid/CHIP at 877-543-7669 or go to www.insurekidsnow.gov/state.

   (2/2) Great! Don’t forget to renew before coverage runs out. Look for renewal notices in your mail. Have questions? Call 877-543-7669.
   - User marked as “Medicaid/CHIP recipient”
Follow up message 7 days later for Moms interested in Medicaid/CHIP

1 (yes)
Send to users marked as “Interested in Medicaid/CHIP”
Free msg: Text4baby check in! Were you able to apply for free/low-cost health insurance called Medicaid/CHIP? Reply 1 for Yes or 2 for No.
Free msg: Great job keeping your family healthy, Mom! You should hear back soon. If you haven’t heard in 30 days, call 877-543-7669.
User marked as “Medicaid/CHIP recipient”

2 (no)
Free msg: Get peace of mind that your kids are covered. Call Medicaid/CHIP at 877-543-7669 or go to www.insurekidsnow.gov/state to see if your family qualifies.

Follow up week 50 in new baby protocol for Moms interested in Medicaid/CHIP

Send to users marked as “Interested in Medicaid/CHIP” or “Medicaid/CHIP recipient”
Free msg: If you have Medicaid/CHIP, don’t forget to renew before coverage runs out. Look for a renewal notice in the mail. Have questions? Call 877-543-7669.
Text4baby | Medicaid / CHIP module

Insurance Type?

- 54% Medicaid/ CHIP
- 21% Employer
- 12% Military /Other
- 13% Uninsured

N=12,604  48% Response Rate for Pregnant Women/New Moms

Did you apply?

- 52% Yes
- 48% No

N= 706 (out of 1641) 46% Response Rate for Uninsured Pregnant Women/New Moms

Source: Text4baby database 3/12/2013
1. Integrate t4b enrollment into intake/discharge processes and train staff.
   - Louisiana Department of Health and Hospitals – Staff sign up prenatal clients at first visit/health pregnancy screening appointments.

2. Integrate t4b enrollment link within online state/county enrollment forms & one-stop social service resources.
   - Oklahoma Health Care Authority - Adding link on online SoonerCare application and electronic newborn enrollment form used in hospitals to enroll infants in Medicaid.
   - San Diego County - t4b enrollment link on “One-e-App,” where individuals can apply for various health, social and support services.

3. Include an Application Programming Interface (API) for direct enrollment through checkbox on online state enrollment forms.
   - Louisiana Health Assessment Referral and Treatment (LaHART) – Opt-in check box on web screening tool for Medicaid-eligible women.
4. Integrate t4b into regular outreach to moms.

- Virginia FAMIS, the Children Health Insurance Program, FAMIS MOMS and Medicaid for Pregnant Women Program - Welcome letters to new moms & back of business cards.
- Florida Covering Kids & Families and Department of Health’s Office of Vital Statistics - Distributed more than 90,000 letters about health insurance with t4b information on envelopes.

5. Integrate t4b into Health Insurance Marketplace.
Become a Partner!

Text BABY (or BEBE for Spanish) to 511411

For more information, please visit website: www.text4baby.org

To order free pre-printed text4baby materials, please email info@text4baby.org
Question & Answer
Contact

- Visit: [www.insurekidsnow.gov](http://www.insurekidsnow.gov)
- Subscribe: Connecting Kids to Coverage National Campaign Notes
- Call: 1-855-313-KIDS
- Email: [InsureKidsNow@fleishman.com](mailto:InsureKidsNow@fleishman.com)
Outreach Materials

- Print materials
- Customize with your local information
Outreach Materials

- TV and Radio PSAs
  - Watch the TV PSA on YouTube
  - English: http://www.youtube.com/watch?v=Mar_4BWhEgs
  - Spanish: http://www.youtube.com/watch?v=JdmJUQWA6cc
Closing